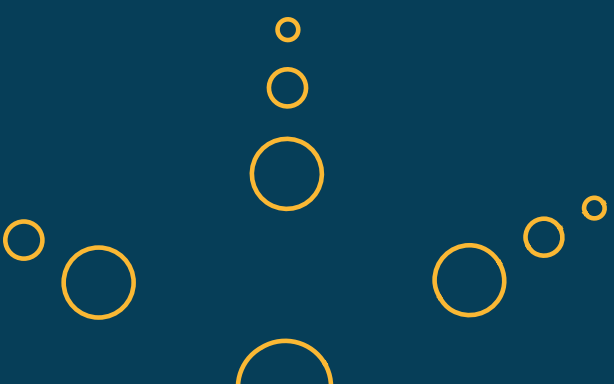




BASS  ROCK

OUR CAPABILITIES





CAPABILITY STATEMENT MARKET ENGAGEMENT



Bass Rock have successfully planned and delivered several market engagement events that connected our clients with their target audiences.

Our expertise, innovative approaches, and commitment to understanding market dynamics position us as a key partner in navigating and strengthening client connections with target audiences. Led by our team of experienced project managers, we help clients develop strategies unique to their project needs, we provide controlled and focused engagement on behalf of the organisation and conclude events with a written report of findings to support the ongoing project.

Capabilities:

Market Research: We conduct comprehensive market research to uncover insights into market trends, customer preferences, and competitive landscapes. This enables clients to make informed decisions and tailor their strategies to market needs.

Strategy: Working as part of your team, we develop a strong understanding of your project and identify the areas where market engagement may provide most benefit. Through a series of workshops, we use our past knowledge and experience to help you identify the type of engagement needed, when might be the best time to do it and how it might be best delivered.

Targeted Communication Strategies: We design and implement targeted communication strategies to effectively reach key stakeholders and audience segments to ensure your engagement is both far reaching and rewarding.

Creative approaches: We are creative in our approach using various medium to deliver succinct, targeted messaging in a way which is on brand and easily digestible by your target audience.

Learning and Insights Reports: We provide market engagement papers to capture key learning and insights from market engagement ensuring you have everything you need to embed the findings going forward.

Building Positive and Lasting Relationships: Building positive and long-lasting relationships with your market and fostering strong connections with stakeholders is a crucial outcome of market engagement. We build in techniques which help you embed trust and collaboration with your market to ensure ongoing support and interest in your business.

Experience:

Past Events: Our market engagement team has played pivotal roles as an embedded member of client project teams to design, strategize, deliver and conclude robust market engagement. Delivering market engagement for multi-billion-pound projects of suitable complexity and public interest, we have provided expertise and support to organisations for market engagement spanning upwards of twelve month periods involving a variety of forms of engagement to secure the right outcomes for our clients.

We combine strategic insight, practical expertise, and a deep understanding of market dynamics to deliver solutions that enhance your market presence and achieve your business goals. Our goal is to align products or services with market demands, enhance customer relationships, and capitalise on emerging opportunities.