

CIT MARKETING STUDENTS COLLABORATE WITH BARRY GROUP TO DEVELOP A BRAND STORY AND A THREE-YEAR PLAN FOR THEIR NEW AND INNOVATIVE SUB-BRANDS.



BACKGROUND

The Barry Group is one of Ireland's leading wholesale groups. The company is based in Mallow, Cork, and employs over 250 people. The managing director Jim Barry and his team are responsible for supplying over 1,000 customers which include, Costcutter, Carry Out and Quick Pick as well as independent retailers and wholesalers in Ireland.

THE NEED

To continue to compete in the extremely competitive convenience food market, Barry Group developed a range of innovative sub-brands to enhance their current offerings while adapting to the consumers changing needs. These sub-brands include Freezi Licks, Market Street Deli, and Urban Sips.



THE SOLUTION

Working in groups, the 4th Year marketing students' mission was to create a brand story and a three-year plan for Barry Group's sub-brands. The five groups with the best plan as determined by the lecturer were invited to Barry Group headquarters to present their concepts to Jim Barry, the Managing Director at Barry Group and other members of their management team.

CRITICAL SUCCESS FACTORS

"The fact that the 104 students taking the module had the opportunity to be directed by Barry Group Brand Strategist, Holly Barry, on a weekly basis spanning the 8 weeks of the live assignment, gave them unique insights into the organisation and its brand plans - it obviously also greatly improved the calibre of our best-in-class presenters." – Conor Kelleher, Marketing Lecturer.

"Huge thanks to the Barry Group for the energy and enthusiasm they afforded our students, in this latest in a series of engagements with our students at CIT over the past five years. Crucially also the constructive feedback provided by Managing Director Jim Barry and the rest of the judging panel was something that each of us present will learn a lot from. As always it was a pleasure working with the Barry Group team and we wish them continued success with the roll-out of their exciting new brands."

- Conor Kelleher, Marketing Lecturer.

"It was an absolute pleasure to work with CIT this year, and in particular the 4th Year Brand Management students. The creativity and marketing ability which we witnessed in the presentations by the top 5 groups was admirable and quite honestly; impressive. I can confidently say that each of these young professionals have extremely bright careers ahead of them. Well done to all involved!"

- Jim Barry, Managing Director at Barry Group.

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!