

## MSC IN DIGITAL MARKETING STRATEGY STUDENTS PARTNER WITH JOHNSON AND PERROTT CORK TO FORMULATE INNOVATIVE STRATEGY



### BACKGROUND

Founded in 1810, Johnson and Perrott Motor Group is one of Ireland's leading motor retailers. The group has diverse interests such as motor dealerships, vehicle hire and fleet management. They have expanded from their head office in Mahonpoint Retail Park, Cork and now has four dealerships across Cork City.



### THE NEED

Johnson & Perrott wanted to explore ways to connect with hybrid and electric car consumers further. The group enlisted assistance from the MSc in Digital Marketing Strategy and collaborated with students on a live project to create an impactful integrated marketing strategy. Students in the master's program were tasked with formulating recommendations to guide the company in strategically engaging with the targeted consumer. The aim was to build brand awareness and increase sales using various media forms from traditional to digital.

### THE SOLUTION

Students worked in groups, researching changing consumer behaviour and attitudes toward hybrid and electric vehicles. They also conducted market analysis and proposed integrated marketing campaign ideas to engage with the targeted consumer. The groups competed to produce the best proposal. Each group prepared a presentation, supported by a high-level written report, making recommendations for the Johnson & Perrott Motor Group. The winning group created mock-ups of various ads as part of their #GoEverywhere multichannel campaign. Their detailed and highly creative integrated media plan included the use of online search ad campaigns, online video campaigns, social media advertising, content marketing, billboard advertising, radio ad campaigns, a PR campaign, and a hybrid and electric vehicle motor show.

### BENEFITS OF THE ENGAGEMENT

The students from the master's program gained valuable experience working with an established brand and navigating the formulation of an innovative marketing strategy. Roisin Fitzgerald, a student in the MSc programme and member of the winning group, emphasised the inclusivity of the project: "I really enjoyed working on this project as the scope was not overly constrained or limited by Johnson and Perrott. They allowed us to go for it and devise a well-rounded marketing mix. The project design meant that we could incorporate every aspect of the Masters that we have studied so far". Johnson and Perrott found immense benefits in the engagement and have implemented many of the students' strategies. The group commented on the benefits of having an external perspective and the fresh ideas that this can bring. Representatives from Johnson and Perrott were impressed by the high-quality consultancy reports submitted to them by the students.

"THE STUDENTS ON THE MSC DIGITAL MARKETING STRATEGY GAVE A VERY CLEAR AND CONCISE REPORT ON THEIR FINDINGS AND RECOMMENDATIONS, MUCH OF WHICH HAVE BEEN IMPLEMENTED AS PART OF OUR MARKETING STRATEGY. OVERALL IT WAS A VALUABLE LEARNING EXPERIENCE THAT HAS HELPED SHOW US THE IMPORTANCE OF LOOKING AT OUR BUSINESS FROM A FRESH PERSPECTIVE AND UTILISING DIGITAL TOOLS AND STRATEGIES TO BETTER REACH OUR CUSTOMERS."

- Jerry Crowley, Marketing Manager Johnson & Perrott Ltd.

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