

# MSC MARKETING PRACTICE STUDENTS PROVIDE MARKETING CONSULTANCY FOR WISETEK



## BACKGROUND

Wisetek are leaders in Manufacturing, Data Sanitization, Reuse & IT Asset Disposition Services worldwide. They place great importance on the Circular Economy and thus are very sustainability-focused with 0% of waste going to landfill. Disposal of I.T. assets has become an increasingly important service as companies must adhere to data protection regulations and e-waste management best practices. Wisetek provides a full life cycle solution service and this serves as their primary USP.

## THE NEED

Wisetek required guidance for their marketing strategy. They sought analysis of their USP, competitors, and their online and offline brand awareness. The company wanted to improve their performance against their competitors in these areas and obtain a new opinion on their strategy. As Wisetek offer a complex and wide range of services, they also wanted to ensure their brand message was clear.

## THE SOLUTION

MSc Marketing Practice students acted as consultants for Wisetek. Four groups were established, each focusing on a particular area. Students thoroughly analysed Wisetek's business model and presented their findings and opinions to Peter Desmond, Digital Content and Marketing Specialist at Wisetek.

The students concluded that Wisetek's brand awareness was inconsistent, including logo colours and brochure design and made useful and feasible recommendations to correct this. They also made recommendations on how to use social media more effectively to leverage brand awareness.



## BENEFITS OF THE ENGAGEMENT

This engagement was mutually beneficial for both students and Wisetek. It challenged students to put the skills they had learned into practice and allowed them to gain experience and confidence in a real-world consulting setting. Wisetek received Master's level insight into their business and a marketing consultation where fresh ideas were put before them. Peter Desmond said, "The SWOT and PESTEL analysis and the competitive analysis carried out are of marketing and management consultancy quality and will be used extensively here as we concentrate on getting our message focused and consistent".

**"AFTER ATTENDING THE STUDENT PRESENTATIONS AND SUBSEQUENTLY READING THE RESEARCH MATERIAL, I CAN'T OVERSTATE HOW IMPRESSED AND HAPPY WE ARE TO HAVE BEEN A PART OF THIS FANTASTIC PROJECT. THE QUALITY OF RESEARCH AND PROFESSIONALISM OF THE PRESENTATIONS BY ALL GROUPS WAS OUTSTANDING."**

**- Peter Desmond, Content Creator and Marketing Specialist at Wisetek.**

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