



Up On the Roof Research

Leading specialists in ventilation and roofing applications Glidevale, part of the Building Product Design group of companies in Sale, appointed Itero Marketing to investigate the potential for one of their established products in an as yet undetermined market sector. A desk and telephone research campaign was conducted which involved contacting both roofing contractors and specialists in the field of building surveys to identify market potential.

Angela Lawrence conducted a thorough survey of the target market resulting in some conclusive evidence which has helped Glidevale to more effectively tailor their marketing spend for this product. Maureen Jackson, Marketing Director for Building Product Design commented "Whilst we have a strong in-house marketing team here the day to day business activity frequently results in this type of research being put on the back burner, which can lead to valuable marketing spend being focused in the wrong direction. Angela delivered a very comprehensive and clear report which enabled us to identify new audiences to target".

Itero Marketing specialises in providing short-term professional marketing assistance to businesses, working with companies throughout the North West to provide cost-effective support to supplement existing marketing activities. CIM qualified consultant Angela Lawrence has a time-served understanding of marketing challenges having worked both in-house and within agencies over a period of 18 years.