



Award Success for Itero Client

Itero client, Jane Pickup, MD of Style Counsel Interiors scooped the sought-after Business Person of the Year Award at a ceremony held recently at Cranage Hall in South Cheshire. Congleton Borough's Business Awards are held annually to recognise the achievements of businesses and individuals throughout the region.

Itero was commissioned by Style Counsel Interiors in January 2008 with a marketing challenge to raise the profile of the company and identify new market opportunities enabling the business to diversify into new markets. Style Counsel Interiors supply furniture packages to property investors, developers, home owners and first-time buyers. A marketing plan was developed by Angela Lawrence of Itero Marketing and award entries identified as an excellent means of raising awareness of the business.

"This was the first award I had entered Style Counsel Interiors for and I'm delighted that Jane has been recognised for her achievements in developing such a successful business" comments Angela Lawrence of Itero Marketing. "Winning awards is an excellent method of raising the profile of a business and offers a multitude of PR opportunities for my client. We're looking forward to working together now to maximise the benefits of this accolade."