



Case Studies

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- **the brief - vista360 business solutions, creative development and new business generation**

the approach – website creative development including HTML/Dreamweaver/Flash web design – OCN, Graphic design – Photoshop – OCN to maximise visitor impact & search engine rankings. Ongoing client relationship development & management, and new business lead generation.

the results – successfully built designed & developed websites for a growing client portfolio including website design & management for 3 Rushcliffe Parish Councils, a management consultancy and Rolls Royce Leisure Club (full portfolio viewable www.vista360.co.uk) – with very positive visitor statistics & client feedback.

- **the brief – bmi (formerly British Midland Airways) – management & development of bmi international offline markets to maximise brand awareness, achieve revenue targets**

the approach – work closely with key worldwide sales, trade, corporate & partner contacts and establish regular communication of latest product & brand developments to all markets

the results – developed & maintained strong commercial relationships with main sales, trade & corporate partners in key markets and introduced regular html updates on key bmi product & brand news to ensure ongoing dialogue with all markets. Developed & project managed high profile route launches including Edinburgh Zurich.

- **the brief – bmi (formerly British Midland Airways) - development & implementation of marketing support for the Middle East & Africa**

the approach – manage all elements of marketing mix within key high profile international markets, identified as a company growth area.

the results – successfully developed & project managed 4 high profile route launches including London Heathrow to Freetown - Sierra Leone, Addis Ababa - Ethiopia, Amman - Jordan & Tel Aviv, Israel. Achieved successful integration of airline acquisition BMED into bmi route network, including production of promotional video & trade give-aways.

- **the brief - bmi (formerly British Midland Airways) - development, trial & launch of customer databases for new diamond club loyalty scheme system and for bmi credit card launch**

the approach – developed & maintained strong internal & external client relationships, established accurate, actionable ongoing reporting & pro-actively identified key issues, managed team workload & prioritised key tasks to ensure timely delivery

the results – achieved successful project planning and management within time scales and budget for new loyalty scheme system and credit card launch & process improvements, rationalised internal reporting to ensure outputs in line with evolving bmi strategic direction