



Prospects

brand, strategy, business development

↘ case study

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OMNISITY

"Omnisity are able to work across all key marketing disciplines to exacting timescales and deliver highly professional materials and services. They have been an invaluable part of our team."

Julie Moore
Head of Marketing
Prospects

Background

Prospects is one of the United Kingdom's leading providers of education, training and guidance services.

With some 1,200 staff and 400 consultants working out of over 60 offices and centres around the country, it provides a wide range of services to the Department for Education and Skills, the Learning and Skills Council, Department for Work and Pensions, local authorities, schools and colleges, employers and others.



Once both strategies had been agreed Omnisity worked with the in house marketing team to create and deliver:-

- **Redesign and repositioning of core brand**
- **Purpose designed and built, database driven, Corporate Website**
- **Purpose designed and built, database driven, Corporate Intranet**
- **Suite of Literature and Exhibition materials**
- **Advertising creative and implementation guidelines**

Omnisity Services

Omnisity was appointed in 2005 to help develop and implement a group wide marketing and brand strategy.

Omnisity is still retained as primary marketing supplier delivering a broad range of consultancy, design and web based projects and services.