

# Case Study: Innovation Martlesham



## Innovation Centre Brand Creation Programme

The Haven Gateway Partnership, Suffolk County Council and BT wanted to create an ICT cluster on BT's innovation site at Adastral Park, Suffolk. The objective was to create a collaborative ecosystem in which technology businesses could co-locate and collaborate for mutual benefit.

The cluster facilities would include flexible office space and an incubator facility to nurture new businesses trying to start-up, as well networking events to encourage inter-business collaboration. By locating on the Adastral Park site, IM businesses would also have improved access to the BT procurement network and other potential on-site clients.

Following a competitive selection process, Milner was selected to create a name, a brand identity (including a logo and style guide) and a web and outreach programme for the new cluster. The result was Innovation Martlesham.



## About Innovation Martlesham

Innovation Martlesham is now an established high-tech cluster of ICT companies located at Adastral Park at Martlesham Heath, Suffolk in the UK.

There are about 3,500 ICT professionals that work on the campus within a diverse range of companies. Besides being home to large, medium and small high-tech companies, Innovation Martlesham is unique in comparison to other business parks, in that it also includes an ICT business incubator. The IM Incubator aims to nurture technology companies in their early stages, providing rent free office space and subsidised communications for at least six months as well as expert commercial advice from mentors who can provide support to help develop their businesses.

## IM's Requirement

The cluster required a name and a brand (including a logo and detailed style guide). In addition, a web presence was needed as well as advertising collateral, such as banners and pop-up stands.

In order to maximise awareness, Innovation Martlesham required social media presence and an e-newsletter to keep its members and potential clients informed of news and events organised each month.

A separate budget was also allocated for a video promoting IM's unique features to potential clients.

## Milner's Solution

### An eye-catching brand

The team at Milner created a creative and eye-catching logo upon which the brand was built. A full style guide was also produced, giving guidance on the brand's specific colours, logo dimensions and appropriate usage. The brand was also used on the IM buildings to distinguish them on site.

### An up to date website

A website was created to provide an online focal point for IM's cluster companies and other audiences. The website was launched in 2010, refreshed in 2013 and Milner retained responsibility for its upkeep, ensuring that news items, cluster companies and events were all kept up to date.

### Social media

Milner took responsibility for IM's social media, creating profiles on Twitter, LinkedIn and Facebook. These were kept up to date on a daily basis and reported against on a monthly basis. After a year, the analysis proved that IM's Facebook page was not performing as well as the others, so it was decided that it should be closed.

### Collateral and advertising materials

The IM team were provided with branded business cards and banners were created for the BT site and IM buildings. Milner also created an additional advertising banner in 2013 for display at the Ipswich Town Football Club.

### Monthly website analytics

The team at Milner analysed the social media engagement, e-newsletter response and total website hits, including where traffic was coming from and what areas of the website were most popular on a monthly basis, and reported these figures to the IM team. This allowed the IM management team to attend meetings with its Board with evidence-based recommendations for customer engagement and future IM requirements.



## IM's Benefits

### 1. An experienced team

The Milner team had worked on a benchmarking and strategic repositioning exercise for Aston Science Park, so they brought a great deal of knowledge and experience to the project. Milner was able to use its knowledge of both the market and implementing innovation strategies successfully to IM's benefit.

### 2. Time and cost savings

The IM Management and Milner teams discussed and agreed the strategy and then Milner were able to begin the practical implementation very quickly. The implementation included: brand, logo, website, PR, Social Media, E-Newsletters and liaison with the events team. As all of these areas were being covered by the Milner team, the client management team did not have to oversee individual projects, saving valuable time and cost.

### 3. Measurable benefits

In response to Milner's strategic growth plan and well-executed PR activities, during its first 4 years IM has grown from 12 cluster companies to 68 and from 1 building to 4. It has grown from an initial concept to the most widely recognised innovation cluster in the county.

### 4. A flourishing community

By creating a success of the IM brand and location, Innovation Martlesham's clients have also benefitted from its reputation. There are numerous examples throughout the cluster of businesses growing and expanding into larger premises within the IM buildings. The tenants see the benefit of co-locating and collaborating and as part of Innovation Martlesham have been promoted to a wider audience than their circulation lists would otherwise have allowed.

*"Milner Strategic Marketing helped us to create and communicate Innovation Martlesham's brand and its values.*

*The visual identity they created for us is strong and articulates what IM stands for in a simple and eye-catching way and we are proud to use it.*

*Best of all, the Milner team had a strong focus on strategy –why we should promote IM and how each part of the marketing programme supported our overall objectives. We felt we could trust them to give sound advice and that they would do what was right for us."*

Ian Buxton

Chairman

Innovation Martlesham