



RED KITE
INTERNATIONAL



Delivering International Business Solutions

Snapshot

Media Company / Red Kite

CLIENT

Media Company (U.S.A.)

PROJECT

Research the online IT advertising market in the UK and produce a report.

OBJECTIVES

- **Market intelligence on UK IT online advertising market**
- **Trends in online advertising in the UK**
- **Insights into the market's development and advertiser attitudes**
- **Recommendations for action based on the research**

COMPONENTS

- **Face to face interviews with a mix of Publishers; Vendors; Agency Reps and IT decision makers**
- **Telephone interviews with an additional mixed group of stakeholders**
- **Questionnaire distributed to a wider group of active players to supplement the face to face and telephone interviews.**

RESULTS

The final report answered all of the questions posed by the client, providing critical market intelligence on the state and development of the UK IT online advertising market. The report also included a series of strategic recommendations based on the research for the client's consideration, including:

- **How to set up and staff a new UK business division**
- **Where to base the business**
- **How to differentiate the business from the competition**
- **How to manage the business remotely**