

# Vibrant Partnership Achieves Results During Lockdown



Vibrant Colour are a print and promotional merchandise provider, specialising in production of branded products to help businesses and charities to promote and market their services.



## The Challenge

Vibrant Colour were looking to boost their digital presence, as well as increase the marketing outreach of their vast product and service range. This included the development of search engine friendly content for the company's key products. As a small business, Vibrant Colour had an idea of what was needed, but were unable to find the time to implement their marketing plans.



Hannah  
University of Bedfordshire's  
Graduate

## The Solution

Time2Grow programme provided the business with a unique solution to their problem. Our project partner, the University of Northampton, worked with Vibrant Colour to assess their needs. The University of Bedfordshire then found a skilled Media Communications graduate, Hannah Gurney, who was able to work remotely due to the challenges presented by the COVID-19 pandemic.

## The Outcome

Hannah successfully translated the company's ideas into a comprehensive and engaging series of blogs, landing pages and newsletters, showcasing the company's impressive range of promotional products, and improving their media coverage and web based foot-fall. Hannah's marketing support allowed the company to dedicate more time to their customers, as well as significantly increased the number of enquiries. In addition, Hannah was able to pre-schedule a variety of newsletters and press releases for almost a year, including a promotional campaign for a new product launch.

*"The Time2Grow programme offered an opportunity to access an enthusiastic and skilled graduate on a short-term basis, enabling us to implement a series of marketing campaigns which we didn't have time or resource to produce."*

Christopher Smith,  
Managing Director

*"I loved every minute of my contract, as it gave me creative freedom to write, as well as use my marketing skills within a real business. I gained an invaluable experience through Time2Grow, which I can add to my CV!"*

Hannah Gurney, Media Communications Graduate