

## Background



Blue Square Marketing specialises in retail and field marketing. Based in Hertford, they have experience in working with some of the world's largest consumer electronics and telecommunications manufacturers.

The company ethos is based on a commitment to provide their clients with demonstrable ROI and continuous reporting on activity ensures this is achieved.

Clients benefit from a range of services including:

- **in-store merchandising**
- **product training**
- **public promotion**
- **experiential demonstrations**

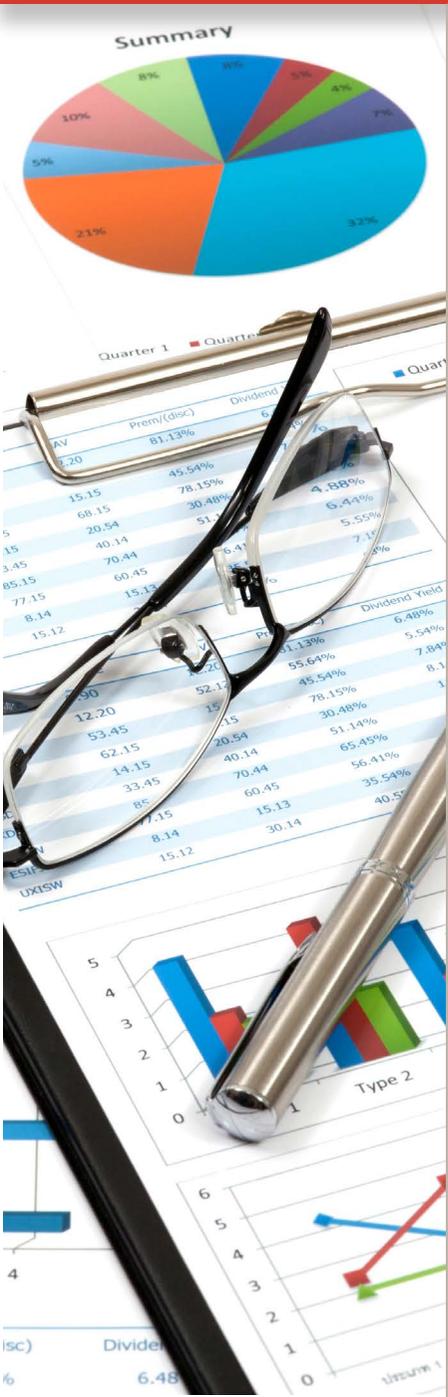
Blue Square Marketing has enjoyed a sustained period of steady growth despite the recent recession and senior management attribute much of their success to the attitude and commitment of the talented workforce.

## Project



Blue Square Marketing was the chosen company to assist in with the launch of an exciting new mobile phone by one of their international clients. To facilitate this involved placing promotional teams across the country to create brand awareness, train staff and showcase the product to customers.

In order to achieve the staff mobility Blue Square Marketing required 70 vehicles for a 30 day period. These vehicles needed to be delivered to two locations, Manchester and London.



## The Solution



Sourcing vehicles for this period of time can sometimes be tricky. An upper limit of 28 days is normally applied to daily vehicle rentals, while at the other end of the spectrum, a long-term lease would have been unsuitable for this project.

We decided that a minilease would be the best solution for Blue Square Marketing. Not only could they lease the vehicles for the appropriate amount of time, but they would also be given the flexibility to alter the length of their hire period without penalty. Blue Square Marketing told us what the vehicles would be used for and, using our expertise in the industry, we provided the cars that would best fit their requirements.

The solution was to provide a 70-vehicle, short-term fleet consisting of both Ford Fiestas and Vauxhall Corsas in a 50:50 split, all of which were delivered to the two separate locations as requested.

## Why CLM?

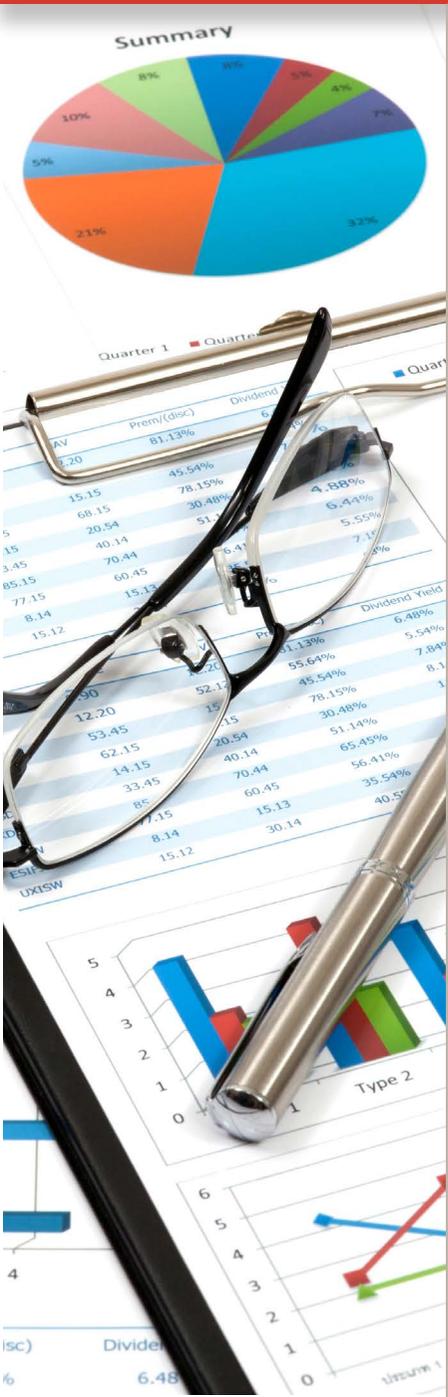


At the time the project was being planned, Blue Square Marketing were already well-acquainted with us. They typically have around 100 of our vehicles on minilease at any one time, which are used by their field-based staff around the country. They find a minilease to be the perfect solution because of its scalability which helps them meet the regular peaks in demand that occur when major clients need one-off or short-term projects completed.

Furthermore, Blue Square Marketing benefits from having access to a nationwide range of cars and vans which meet their duty of care requirements to employees, while getting an extremely competitive rate.

Plus, our industry-leading online rental management system enables them to book, extend and cancel vehicle rentals as well as monitor existing rentals and access a comprehensive range of management reporting and invoicing tools.





“CLM was able to deliver the vehicles we needed, to the specification we required, and to the two destinations as asked, on time and in good condition.

Overall, we have found minileases, with their great flexibility to be the perfect solution for us. This helps us meet our short-term contract obligations and fulfil customer contracts.

At the same time, customer service levels from CLM are very high, they are always helpful and respond to our needs quickly and efficiently.”

**Michele Owen** - Fleet Manager,  
Blue Square Marketing

## Results

- ✓ 70 vehicles were provided to mobilise the field sales staff, in line with the client's requirements
- ✓ Blue Square Marketing managed the sudden upsurge in business demand cost-effectively
- ✓ Blue Square Marketing successfully completed their project and launched the new mobile phone
- ✓ As a result, Blue Square Marketing had no hesitation in instructing us to supply over 80 vehicles for a similar project

To find out more about how our rental solutions can help your business to meet its growth plans, then speak to one of our experts on:

 [info@clm.com](mailto:info@clm.com)

 01908 210 100