



Rover's Communications Catalyst Package

Who would benefit from Rover Communications' Communications Catalyst package?

The Communications Catalyst package is perfect for:

- Start-up and small businesses looking to understand the marketing communications process and the opportunities that may be available to them through implementing a campaign.
- Businesses looking to educate themselves about the possibilities that a marketing communications strategy could bring to their business.
- Businesses wanting to manage the marketing communications process themselves but requiring some guidance.
- Businesses that do not have access to in-house resources and/or requiring assistance in the initial planning for a marketing communications plan.

What does the package include?

Booked and paid for up-front, the package includes:

1. An initial brief discussion over the phone to tee up a meeting and talk through pre-meeting documentation that requires completion.
2. You complete a Communications Catalyst Session Brief document prior to the brainstorm meeting. The document is to be completed by you and sent back to Rover Communications two weeks prior to the meeting.
3. Rover Communications undertaking research prior to the meeting.
4. A meeting agenda drafted and sent to you prior to the meeting.
5. A two-hour meeting with at least two Rover Communications Consultants to participate in and facilitate the brainstorm session that will help set the direction and recommend ideas, key tactics and activities to achieve overall desired outcomes.
6. The provision of a summary 'big ideas' document based on the outcomes of the brainstorm session – the Communications Catalyst report.
7. Plus a tailored Rover Communications Insights document detailing key tips and information as a ready reference guide.

The price of the package is \$3,000 (plus GST).

What's the advantage?

- The Communications Catalyst package is an affordable solution for those looking to develop targeted marketing communications plans.
- We save you time providing you with out of the box and creative cost effective ideas.
- The ideas are formulated from the core stage which means the end report will reflect and meet your individual needs and objectives.
- You have input and control; this teamed with our experience and your knowledge makes a great team in developing targeted strategies.
- Working as a team with you right from the planning stage means you get 'on the job' training in formulating marketing communications ideas and take away new skills and understandings.
- Rover consultants have extensive experience across all elements of marketing communications having worked in both in-house and agency roles and across varying industries.

How do I get started?

Contact the Rover Communications office to discuss your needs and book your session by calling 03 9486 9357 or email Anna at akirby@rovercommunications.com.au.