Ben Smith Content.

(The Problem)

Professional Boxer Ben Smith approached Salisbury Rhodes Village to launch his personal-brand. Ben Smith signed as a professional to Matchroom Boxing & Promoter Frank Warren.

(The Solution)

SRV launched Ben Smith to the nation with a strategic plan first unveiling him to his home town at Wycombe Wanderers FC as a match day sponsor. We combined this by filming a documentary, cutting edge boxing promotional videos, photography and secured further sponsorship with our partners.

Salisbury Rhodes Village campaign tactics of mixing traditional and digital marketing has helped launch a successful boxing debut for the former the Team GB boxer. The campaign made a real lasting impact on Ben´s career by selling a record number of tickets. Our promotional videos and photography sparked real conversations on digital platforms giving the brand a chance to maintain its position.

Core Atlantic Content

(The Challenge)

Salisbury Rhodes Village were challenged with rebuilding and improving the Core Atlantic Brand. As ever, we approached the task with creativity and inventive functionality and in so doing SRV raised the Core Atlantic brand profile.   
  
We built a new fully functional website using innovative technology with a user-friendly back end for staff to upload the latest updates and jobs. The new site was designed to work across all devices including mobile, tablet and desktops.

Salisbury Rhodes Village launched Core Atlantic on all social media platforms and solidified the brands presence. Our motion graphics team produced video content to help the brand reach a wider audience and kick off the brands content marketing ambitions. This allowed the brand to inform candidates and potential clients about the brand.