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**Bloomfield Marketing Inc**



# 1996

Founded in the United Kingdom.

Owned and operated by Joanne Bloomfield FCIM, a proven marketer with a track record that's enough to make her competitors weep. She knows what good marketing looks like and she'll make sure you see it every time.

# 2006

Opened in New York, USA.

Staffed by a talented team of marketing specialists, graphic designers and web/e-marketing specialists. We specialize in branding (including sales collateral) and direct marketing (digital or traditional).

# 2009

Opened in Toronto, Canada.

We can help with domestic and international marketing, large or small scale.

We keep our promises. We'll get the job done.

## Bloomfield Marketing



- Proven track record of delivering results
- Nominated for national direct marketing awards
- Expert marketing strategist (multidiscipline, on-line & off-line)
- Vast tactical experience (on-line & off-line)
- Specializing in Direct marketing and Branding (on-line & off-line)
- Published in 7 countries
- Fellow of the Chartered Institute of Marketing
- Chartered Marketer
- Post-graduate lecturer in Strategic Marketing Communications for the Chartered Institute of Marketing
- Experienced public speaker

**Joanne Bloomfield FCIM**



**W**hen I started Bloomfield Marketing in 1996 my goal was simple, I wanted to create the kind of agency that I had never been able to find. An agency that was (i) affordable (ii) led by expert marketers and (iii) had a core design team that produced exceptional creativity without a whiff of drama or prima donna tendencies. During my corporate days I was able to use some of the brightest agencies around and yet frustration was a constant companion of mine. So, it was time to 'put up or shut up.' That's how it began. Consultancy came first. As a fully qualified, experienced marketer and post-graduate lecturer, it was the natural place to start.

The early days of building my company were incredible; exciting, scary, challenging and exhausting. I enjoyed tremendous successes and learned some extraordinary lessons about myself and business. But like most new business owners I had no idea what running a business really meant. It was outright trench warfare – hard, gritty, relentless and at the same time thrilling and deeply satisfying. Luckily I was young enough to be fearless. Here's the thing. Surviving the hard times and working out how to make my own business a success, made me an infinitely better marketer than I ever could have been if it had all been easy. Today everything looks different to me.

It took a long time to work out how to be a good business woman as well as a great marketer. I've been through the mill one hundred times, been kicked and beaten by recessions and triumphed in the face of certain disaster. I look back over the years and I am truly proud of everything I have achieved for both myself and my clients (many of whom I now count as friends). Helping businesses - large and small - achieve their goals is what inspires me and drives me forward. I'm happy to say that 20+ years after starting into my first marketing job, I still love what I do. I eat, sleep and breathe marketing communications. I started out with a simple goal. I made it.

[Here's everything you need to know about my agency ...](#)

You can afford us.

We're the best.

We'll never let you down.

You'll never have to wrestle with a drama queen.

## About Bloomfield Marketing



**Direct Marketing** – on-line and off-line

**Branding** – digital and traditional

**Advertising** – on-line and off-line

**Sales Collateral** – digital and traditional

**Design** – digital and traditional

**Strategic Marketing Communications Consultancy** – international and domestic, digital and traditional

**Campaign Development** – international and domestic, digital and traditional

**Campaign Management and Implementation** – international and domestic, digital and traditional

**Marketing Communications Function Management** – remote or on-site

**Marketing Training and Education**

Key Services



**Telecommunications** – mobile telephony hardware, software and consumer services (handsets, to networks to service provision), voice messaging, telephony and data systems for cable television networks

**Professional broadcasting technology systems and software solutions**

**IT** – infrastructure (hardware and networking) and application promotion, outsourcing and managed services, internal communication of significant IT programs and changes (ERP implementation - specifically PeopleSoft and Siebel) and application training programme support

**High power semiconductors / components**

**Specialist training services** – including defence / military service and commercial leadership, management training and personal development

**Hospitality services** – all types of events, including extensive experience of professional golf tournaments and the marketing of golf services and equipment

**Interior design and specialist furniture manufacture**

**Finance** – including relocation services and banking

**Management Training Solutions**

**Automotive** – Fleet Management

**Heavy industrial manufacturing** – processing and raw material supply

**Aerospace and defence**

**Government projects** – external and internal marketing, including Private Public Partnering initiatives

**Education services** – including print based and electronic media for both schools & colleges

**Health** – gymnasium development, community healthcare and private specialist treatment centres

**Pharmaceutical** - specialty pharmacy, infusion and home health services (including mail order medications and retail)

**Medical** – physician services and dentistry

**Not-for-profit** – marketing, fund raising, branding and campaign development

**Consumer Goods** – soft drinks and drink dispensing technology

**Professional Services** – finance, legal

**Restaurant and hotel services**

**Real estate**

**Museums** – marketing, fund raising, branding and campaign development

**Construction** – manufactured stone products, building services and specialist construction

**Industry Experience**



Avid Technology (specialist software)  
Best Computer Training (IT services)  
BioScrip Specialty Pharmacy Services (retail + mail order medical)  
Carlton Engineering Services (air purification systems)  
CBS Business Interiors (corporate interiors/furniture)  
Children's Maritime Museum (interactive science and play facility)  
Classic Sporting (a Charles Church Company - golf)  
Corus (formerly known as British Steel - raw material supply)  
Database Group (specialist profiling, database cleansing)  
Defence Evaluation and Research Agency (DERA - Government)  
Derek The Dog Studios (Yoga studio)  
Dr Ames Dentistry  
EC Williams (specialist machining)  
Enable Training (team building, executive training)  
Flagship Training (partnering with the Royal Navy - military)  
Four Square (a division of Mars, soft drinks B-2-B & B-2-C)  
FranklinCovey Europe (time management solutions)  
GEC Alsthom (MetroCammel - railway rolling stock)  
HCR (banking/relocation services)  
Hughes Network Systems (a Hughes Electronics Company - cable telephony, modems and television)

IDN Telecom (telephony services)  
Kenson Networking Solutions (IT services)  
Logic-Alliance (electronic design and system development)  
Lucent Technologies (mobile telephony, infrastructure)  
Lucent Technologies (Octel Messaging Division - telephony systems)  
Moema Real Estate  
Nannies Abroad (child day care services for international resorts)  
NDS (News Corporation - professional broadcasting technology)  
Open Chain Solutions (real estate/legal services)  
Parker Hannifin Corporation (aerospace)  
The Research Box (marketing research)  
Stoneham (specialist stone manufacturer, high-end construction)  
Swindon Chamber of Commerce  
Swindon and Marlborough National Health Service Trust (hospital, fund raising for new projects)  
Timeless Techniques (furniture manufacture)  
Vines Dairies  
Vosper-ManTech (Marine, government support services)  
Waldon Telecom (network infrastructure, specialist construction)  
Wells Cathedral College (private music college)  
Westcode Semiconductors

**Client List** (not the complete list ... but you get the idea)

