

## Case Study.



### Northern Vision

A leading sporting event, marketing and player management company based in the UK and Europe, Northern Vision combine strategic player management with world class training academies and sporting events in the UK, Europe and the US.

The Liverpool International Tennis Tournament takes place at historic Calderstones Park during June. World class tennis players and legends attract crowds annually and the media descend upon the park to watch this prestigious event. The corporate hospitality marquee is extremely popular with the local business community who are able to take the opportunity to entertain their guests from all over the UK and beyond. Mingling with the players is also a key to the success of the event.

### The Project

We were instructed by the Liverpool International Tennis Tournament to target their message to new and existing customers in innovative ways.

Working with LetsGoWiFi, we provided the tools to design and deliver their brand to an audience in excess of 10,000 visitors per month at various outlets such as shopping centres, town centres, conference venues, hotels and multi-tenanted office units. LetsGoWiFi are a wireless infrastructure company with a difference and you can find out more about them here. [www.letsgowifi.co.uk](http://www.letsgowifi.co.uk)