

## Shell Step Project: Marketing, database and website development



**Project Summary:** Glanville Environmental is a waste management, construction, and sewer/drainage fault-finding service for both domestic and business customers throughout Devon and Cornwall. They took on two undergraduates to carry out projects relating to the company's website, marketing and customer database.

University of Exeter student Tiffany Hughes was mainly tasked with preparing case studies and new copy for marketing materials and the company's new website. Moryl Mamie, a student of University College Falmouth created a new company logo.

Glanville's aim was not only to develop the visual elements of the company's brand, but also to greatly improve their online presence as Colin Robson, Operations Director explained, "Both students provided us with a valuable link with our web designer. Tiffany worked more on the copy whereas Moryl focused on the graphics. Tiffany also populated our new CRM database and provided staff members with one-to-one training on how to use it. This has enabled us to move away from our old paper based model to a much more manageable electronic system."

*"It has been great to have two dedicated people working on what are extremely important projects for us. Both of them came in, rolled their sleeves up and got stuck into the work whilst fitting in well within our team. They have left us with a greatly improved website and some real impetus to further develop our marketing strategy. Moryl's logo is the simple, clean and modern design we were looking for."*



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**Company:** Glanville Environmental

**Website:** [www.glanvilleenvironmental.com](http://www.glanvilleenvironmental.com)

**Location:** Yelverton, Devon



**Tiffany Hughes, studying Business Economics at the University of Exeter and Moryl Mamie, studying 3D Design for Sustainability at University College Falmouth.**

