

Shell Step Project: Marketing analysis and branding



Name: Becca Danes

University: University of the West of England, Bristol

Course: BA (Hons) Politics

Project Summary: Becca Danes, currently studying politics at the University of the West of England, was asked to provide an overview and assessment of SomerData Limited's corporate image.

Company: SomerData Limited

Website: www.somerdata.com

Location: Wells, Somerset



Description: SomerData designs and manufactures specialist electronic products used within the digital broadcast and public security industries.

"SomerData as a company is a difficult brand to market as there is no natural form of media to address our customers," explained Edwin Kayes, Sales and Marketing Director.

"Rebecca evaluated the company image in terms of logo, branding, corporate identity, website and exhibition stands. She needed very little supervision. Once she was briefed, she got straight on with the job and fitted in with the team very well. She provided a detailed report, which will help to update our company image."

He continued, "Rebecca brought in fresh ideas, which we will implement. She was able to appreciate the limitations of a small company and has structured this into her marketing plan."