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Meet Rob Beswick, Lycamobile

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Large Saint Bernard Figurine Made in **BESWICK ENGLAND**
US \$75.00



Beswick **HIGHLAND PONY BUCKSKIN DUN Horse Stallion**
US \$140.08



BESWICK SPIRIT OF PEACE THOROUGHBRED RACE HORSE
US \$69.99



Sidebar

Product

betty boop
hornby
me to you
disney
police
wade
beswick
60s

Advertisement

Categories

Dolls
Jewellery
Phone
Music
Collectables
Glass

The agency has to deliver value from day one, whether it be smart creative, aggressive buying ability or the expertise to select targeted media on a micro level. They need to present ideas that are cost effective and unique.

Seeing the brand icon Globeman live on the first day of launch was a great feeling. I have worked with iconic brands in a number of different industries and have learnt from great people. I listen to radio daily, enjoy bbc.co.uk and read various papers regularly.

I see value in cross-over marketing opportunities, and synergies between the brands on an agency's authors reading books. Marketing is critical in fast-moving businesses such as Lycamobile.

Our marketing budget for 2009 is £10m, and we book publishing a lot of ethnic specialist media in-house. An understanding of our business, the market we operate in and the segments we serve.

We operate across 17 markets globally. Launching a new brand in a new market is exhilarating.

