

## Business Strategy

### Client

Mosquito (Compound Security Ltd)

### Brief

To act as launch consultant with responsibility for branding, sales and PR

### What we did

- Developed sales and branding strategy
- Helped secure extensive national & international PR exposure - including terrestrial & satellite TV, radio and newspaper coverage

### Result

Helped to achieve over 5,000 sales worldwide – with sales increasing

### Reaction

Appointed as ongoing consultant for other Mosquito products

