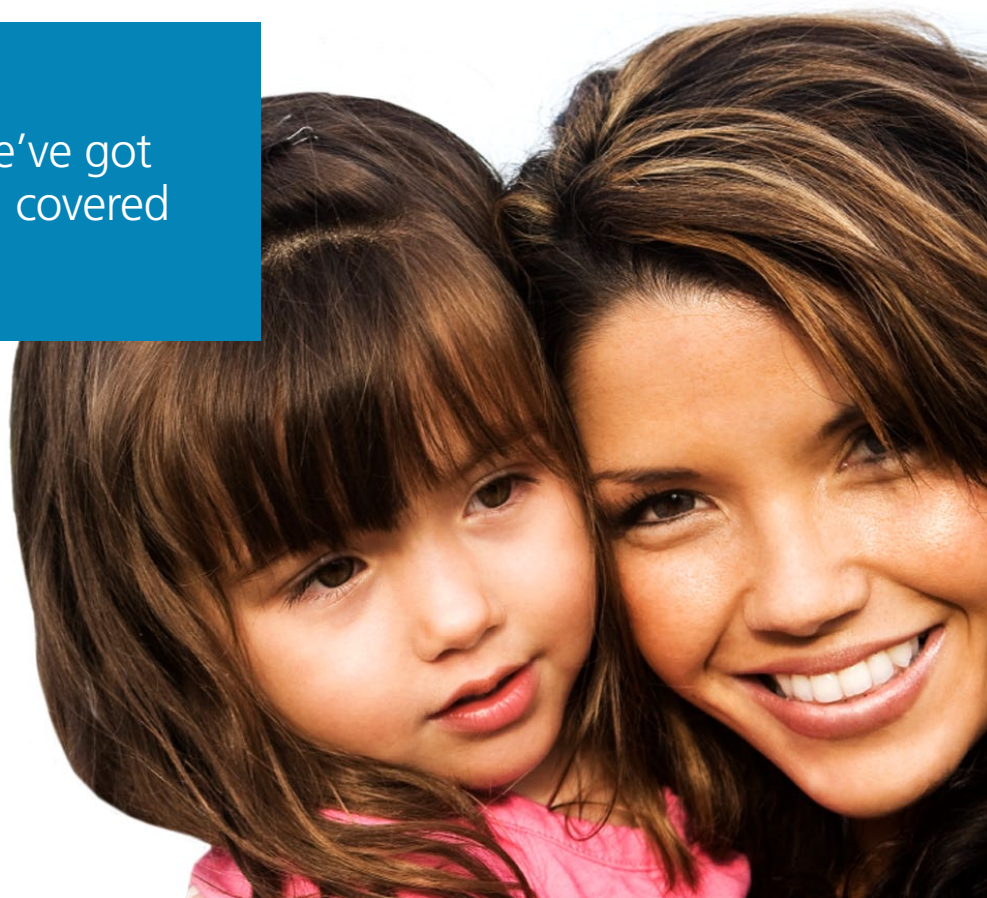




Rest assured

We've got
you covered



Towergate Bakers are one of the UK's leading providers of specialist insurance

With Sperm on board as their lead creative agency, Towergate Bakers are preparing for radical change. It's a huge compliment when an industry leader with over 40 years experience puts their brand's future in your hands.

With a new well received TV campaign under way, alongside planned multi media, guerrilla and viral marketing for 2010. The brand is firmly positioning itself as a truly innovative leader within their marketplace.

Key skills used in project

- account management
- brand development
- consultancy
- corporate communications
- guerrilla marketing
- internal communications
- market positioning
- multi media
- online marketing
- TV / radio advertising
- viral marketing

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