



Specialist crewing and dry dock services to the global cruise sector

The Challenge

Fire Aid, based in the UK, provides cruise sector services on a global basis.

The requirement was to achieve consistent and more impactful marketing activities, with measurable performance indicators, to help to propel the business and its brands to the next level.

As Fire Aid's myriad staff are primarily operational or client-side, the team was conscious that it did not have the bandwidth or required internal skillsets to achieve this - and asked Watermark to provide the answer.

Case Study



The Solution

Watermark proposed providing a fully serviced solution, encompassing the total management and implementation of the business' marketing, events, website, and public relations activities.

With a commitment of 10 hours a week, Watermark solely managed the entire marcoms of the business; from strategy, to marketing plan and budget curation and roll out, case studies, socials, website and content production, media liaison, plus exhibition stand design and logistics.

The Results

Fire Aid was delighted to have the initial remit of consistent, impactful, and measurable (highly successful!) marcoms support surpassed. Additional benefits included market research, website development, and event support at exhibitions.

By outsourcing the marcoms activities, the business also achieved a higher standard of strategic planning, deliverables, and outcomes when compared with a similarly budgeted inhouse appointment, together with faster take up, freeing up Directors' time, combined with greater flexibility.