

In a time of rapid change, you need to think fast. Act fast. Is your marketing up to it? Are you taking advantage of new technology? Or is it taking advantage of you?



Start over with Ground Zero.

ground 

New Marketing

Ground Zero is New Zealand's first truly multidisciplinary marketing services company.

Traditionally marketing and information technology inhabit two separate worlds. But as we enter the third millennium, marketing and IT are converging at breakneck speed.

Ground Zero inhabits both spaces, has a foot in both camps, straddles the fence. We provide a full range of strategic marketing services, including marketing audits, strategy development, marketing plans and supplier selection. And we bring a comprehensive understanding of information technology and the possibilities it delivers to marketers.

Ground Zero calls the fusion of these disciplines **New Marketing**.

“It's about time – we thought – that somebody realised the limitations of traditional marketing.”



Services

Ground Zero's diverse services can help – whether you're a small company with no in-house marketing expertise, a large company needing a fresh approach, or anything in between. Whatever your situation we can provide both marketing expertise and the savvy required to harness the new technologies that are changing your business. And we can work with you directly or alongside your current marketing partners.

Marketing audits

Unhappy with your marketing performance? Ground Zero can audit your approach, examining the effectiveness of your environment, systems and processes, objectives and strategies, activities and suppliers, before making prioritised recommendations to improve your results.

Strategy development

Unsure where you're going? Ground Zero can work with you to develop competitive marketing objectives and strategies based on a sound understanding of environmental and market forces, competitive advantage, customer needs, brand position, strengths, weaknesses, opportunities and threats.

Marketing plans

Need to put it all together? Ground Zero can work with you to develop detailed plans for business development, product development, product distribution, pricing and promotion.

Supplier selection

Looking for new partners? Ground Zero can help you define supplier requirements, specify service level agreements and key performance indicators, negotiate fee structures and manage the selection process.

Consultants

Traditional marketing companies sell marketing plans – just as advertising agencies sell advertising, direct marketing companies sell direct mail, website companies sell websites, graphic design companies do brand design and publications, and PR companies sell column inches. Each of these companies provides a specialist service.

Ground Zero is a collaboration of senior practitioners drawn from all of these areas of specialist expertise. Our practitioners all have one thing in common: we understand the power of multidisciplinary collaboration, creating powerful synergy from combining our expertise and experience at a strategic level.

Ground Zero provides strategic marketing services that are articulate, impartial and forward thinking. Ground Zero combines expertise in both marketing and information technology. Ground Zero takes nothing for granted, razes existing thinking to make way for the new. In a business climate of constant change, **Ground Zero helps you to reinvent the way you do business with your customers.**