

Caffeine

For proposition advice, brand strategy, management consultancy and business & client development consultancy, we recommend Caffeine...

The **Caffeine Partnership** brings ideas, energy and advice from experienced and expert people to help clients grow faster. They work for people in a hurry to grow their business, their brand or themselves, in three main – and sometimes linked – areas: -

- Business development – winning more business from new and existing clients and customers including pitch “doctoring”
- Brand building – growing brands externally and internally via brand definition/expression, customer experience and internal engagement programmes
- Developing teams and talent - through mentoring and coaching

Their clients are small, medium and large, from creative and marketing services, and also from further afield. The founding partners are David Kean, Andy Milligan and Chris Cowpe. They have over 25 years' experience in marketing services at Omnicom, Interbrand and at BMP/DDB London, and have written about their experiences in books such as: *Pitching to Win*, *Brand it like Beckham*, *Uncommon Practice*, *How to win Friends and Influence Profits* and *Don't Mess with the Logo*.

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Visit them at www.thecaffeinepartnership.com