

# Stakeholder research, engagement and brand development



## The Placetobe Partnership

This exceptional collaboration between public, private and community organisations aims to improve the quality of life in Brighton and Hove through better information provision.

Partner organisations include:

- University of Brighton
- University of Sussex
- Brighton & Hove City NHS Primary Care Trust
- Virtual Brighton & Hove
- Wired Sussex
- The Argus / Newsquest Sussex
- Brighton & Hove City Council
- Sussex Community Internet Project (SCIP)

Midnight's Business Intelligence Unit (BIU) was tasked with developing participation, amongst the partners, for the development of a search engine for the city .

The BIU conducted research amongst the partners to create a brief for the search engine name and visual brand. In addition, Midnight was responsible for developing a communications strategy.

The challenges were to seek buy-in from key marketing, technology and management staff within each of the organisations and ensure the new search engine brand complemented and supported the partner's brands.

Midnight was quick to identify, within the dense partner organisation hierarchies, the most appropriate contacts and decision makers. By performing the research in a number of stages we were able to draw out vital information as well as inform the partners through a system of cascading communications.

Midnight facilitated a number of stakeholder engagement meetings, one to one interviews and focus groups. The result was a communications strategy and brand for the search engine that all partners could agree to and support. This was launched at a high profile stakeholder event. Attendees included representatives from all the partners, Google and the Office of the Deputy Prime Minister (ODPM).

