

# Smells Like 'Entrepreneurial Spirit'

## AIM

A financial services client required a deeper understanding of how entrepreneurs 'think' in order to develop a more compelling service offering.

## TASK

Apart from investigating triggers of interest and motivations for this group, BPRI explored target communications and possible key concepts that would maximise their interest.

## APPROACH

In-depth interviews across UK and France with entrepreneurs/owners of businesses who employ between 11 and 250 employees..

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## RECOMMENDATIONS

Developed and confirmed the ideal framework for optimum service and relationship building.

## RESULTS

BPRI facilitated a workshop to develop new ideas and communications strategies for entrepreneurs. This was deemed critical to the success of the services and products that were launched.