

Your Press Release from Grove Partners Ltd.

28th April 2010

Brand New Business™ helps entrepreneurs tell their brand story

Brand strategy and marketing consultancy Grove Partners Ltd has launched **Brand New Business™** to help entrepreneurs and owners of small companies and start-ups get off to a flying start. It is often thought that brand building is for big multinationals, however, according to Financial Times more than 10m people each day become a “fan” of a brand on Facebook. The world’s largest social network, and one of the largest marketing channels for brand building, be it small or big businesses.

Grove Partners marketing strategist and managing partner Sophia Ahrel said: “We believe that an engaging and clearly defined brand is the cornerstone of a successful business. Yet, it’s a subject seldom understood or covered by start-up business manuals or advisors. We’re very good at understanding the bigger picture: how brand is integral to business and guiding our clients through complex issues. This ‘helping-hand’ approach has been of particular value to new, ambitious businesses that are looking to gain a real competitive advantage and improve their chances of success.”

Ahrel added: “We also realise that the story behind each brand is just as important as the visual brand identity, so we are delighted to announce that marketing copywriting business Besparkle Ltd has joined us as a Grove Partners associate.”

Besparkle director Maja Pawinska Sims, a former features editor of PRWeek, said: “Sophia and I have worked brilliantly together for many years and I’m really excited that we’re now partners. I’m looking forward to bringing our clients’ brand stories to life through stunning marketing copy.”

Contact **Sophia Ahrel, Founder & Managing Partner, Grove Partners Ltd.**

For more information or to receive a Grove Partners press pack:

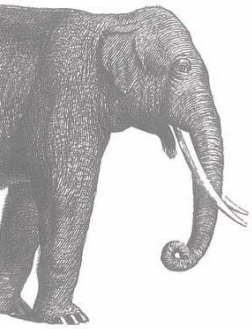
email: sophia@grovepartners.co.uk or call me on 0207 7958150.

www.grovepartners.co.uk



GROVE PARTNERS

Saving the World from Mediocre Marketing



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About Brand New Business™

Brand New Business™ gets new businesses off the ground in four easy steps:

- **STARTING** by setting up your business.
- **DEVELOPING** your offering, your marketing and business plan to have a platform to create your brand.
- **LAUNCHING** by telling the world that you exist, and consistently communicate what you are all about.
- **COMMUNICATE** by making sure your brand values permeate everything you do, to create trust and loyalty with customers who buy from you and more importantly tell others about you.

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About Grove Partners

Grove Partners Ltd, founded in 2003, is an independent market strategy consultancy, supporting the growth of clients in the professional services, media, marketing and technology sectors. Grove Partners helps SMEs and start-ups in the UK and around Europe to develop, expand and grow their business and raise the profile of their brands. Swedish-born managing partner Sophia Ahrel developed her international marketing and management expertise in executive roles as Director of New Business & Marketing for award winning global communications agency Weber Shandwick and as European Sales & Marketing Director at i-Play, where she raised \$50m in venture capital. Sophia has held European executive sales and marketing roles with global blue chip software. She is a Specialist Business Mentor of The Prince's Trust, a "pitch-for-funding" coach and runs Intelligent Events for high growth businesses. Sophia has a BA in Economics, speaks six languages and lives with her family and ponies in Buckinghamshire.

About Besparkle Ltd

Maja Pawinska Sims set up copywriting business Besparkle in 2005. She started her career as a journalist on leading business titles at Haymarket Publishing, where as features editor of PRWeek she was the top business journalist in the company's Journalist of the Year awards. She has written for national publications including Real Business, Growing Business, and the Big Issue. Since 2001 she has worked with PR and marketing agencies and in-house teams on written marketing collateral, including drafting more than 100 winning entries for national and international PR awards schemes. She also writes the Pinchypants parenting blog (<http://pinchypants.wordpress.com/>), and is a regular contributor on parenting topics to Bounty.com and the Jeremy Vine show on BBC Radio 2. Maja is married and lives in Surrey with her two children.



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