

# Cosine

For the third time in five years, the agency has bagged top honours in the field marketing category following first-class work for big-name brands such as Bacardi and Nokia. By Sarah Shearman

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After clinching the top spot in 2006 and 2007, Cosine has returned to form to reclaim

Field Marketing Agency of the Year status.

Cosine is ending 2010 on a high; it can boast a significant increase on last year's turnover, and forecasts double-digit growth in 2011. It was this that made it a compelling winner for the judging panel.

While part of this growth has been organic, most has been driven by new-business wins. Some of these new clients, such as Britvic, EDF, BT and News International, had never before invested in the field marketing channels across which Cosine works for them. Other clients added to the agency's books included Mars/Wrigley, Bacardi (see Focus on) and Dior.

Of particular note is Cosine's large-scale tactical support for Sainsbury's relaunch of its Taste the Difference brand – one of the agency's first forays into the tactical arena. The agency, however, has taken to the discipline with panache; its Switch & Save work for the retailer has picked up a raft of industry awards.

To ease its transition into this area, Cosine created a tactical division, and now plans to aggressively chase tactical business. It also recruited 30 members of staff to its central team to support client operations. The value



**Bacardi** one of the big-name brands to put its trust in Cosine's field marketing prowess this year

of the direct sales division has grown by 47% as a result.

Not content with its strong UK presence, Cosine has been developing a network of agencies in Europe. So far, Hamburg-based Stein Promotions and Paris-based sales agency Daytona have joined the fold.

On the home front, Cosine has continued to invest in its staff. Last year, the agency spent a six-figure sum on training, and its clients have reported in feedback that Cosine's team is more positive and dynamic as a result.

The judges also noted that the agency had taken an open approach to its business strategy by involving clients in the development of its services.



**Nokia** Cosine helped the mobile operator to promote its Ovi platform

Cosine reports that increasing the quality and effectiveness of the work it produces for clients is a priority – and with such a strong platform in place for further growth, we expect further interesting news to emerge from this classy outfit. ■

## Focus on Bacardi

Cosine was briefed to create experiential activity on a tight budget for Bacardi. Through focus groups with festival staff, the agency identified an opportunity to drive sales of Bacardi's ready-to-serve drinks at grocery retailers in proximity to such events, rather than at the sites themselves.

Cosine provided teams of ambassadors to work at the nearest retailers to the Isle of Wight Festival site. They gave out free promotional cool-bags and ice with the purchase of a case of Bacardi's ready-to-serve products. It repeated the activity at the V Festival.

Prior to the campaign, 64% of consumers were unaware of the products; after the campaign, awareness rose to 95%.

