

UKTI helps British agency really stand out in the US

Nunwood Consulting increases its global presence with help from UKTI and its overseas network.



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Fast facts

Company: Nunwood Consulting

Industry: Business & Consumer Services

Target Market: USA

www.nunwood.com



Nunwood Consulting operates in Europe, the United States and Asia-Pacific. Offering a unique service focusing on Customer Experience Excellence, Creative Insight, Commercial Analytics and Strategy Activation, the agency joined UKTI's support service Gateway to Global Growth to expand their US presence.

Exporting for Growth

In the time it has worked with UKTI, Nunwood's US presence has grown considerably. In a short period staff numbers have quadrupled and Nunwood has moved into a spacious new HQ in mid-town Manhattan - the third time it has moved offices in New York in as many years. In addition, the company also has an office in Los Angeles and a hub in Seattle.

Nunwood's Head of Marketing, Stefan Casey, believes UKTI's support, particularly with grants to attend events and develop marketing materials, has been a great help in Nunwood's rapid North American growth.

“Having a contact from overseas on the phone to get some advice is such a great help”.

Nunwood's presence in the US was increased through a focus on brand awareness and developing contacts through attending key conferences and exhibitions.

This was further bolstered by its 2011 US Customer Experience Excellence Top 100 rankings, which received widespread media coverage. Stefan explained that back in 2010 Nunwood applied for funding to attend additional events and develop its marketing materials - valuable in helping develop new contacts.

These events included The Market Research Event in San Diego and the IIR Shopper Insight and Action event in Chicago.

From the connections made at the latter event, proposals have added up to a

substantial seven figure sum.

UKTI's support helped Nunwood to make the most of attending the event, helping to meet travel cost and funding the development of marketing materials which were tailored to the US market.

To expand and develop its permanent presence in the US, UKTI was able to provide Nunwood with other support. Stefan explained that the advice of a UKTI representative when deciding on location, subsequently setting up the LA office, and on the legalities of carrying out research in the US, proved particularly valuable.

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As well as reinforcing and guiding the decision process on a specific location, UKTI was able to set up 'meet and greet' appointments with contacts in LA and other companies who had recently moved there.



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The UK and the United States

The USA has the largest and most technologically powerful economy in the world and is Britain’s largest single export market. There are four time zones across 50 states (Eastern, Central, Mountain and Pacific).

The sheer size of the USA and vast cultural differences across the regions mean that it should often be treated as a series of regional markets with varying characteristics. In addition, there are further subdivisions within these regions making the U.S. market a fascinating and diverse place for UK exporters.

The U.S. economy is integrated and largely self-contained, with every major industry represented. U.S. manufacturers often source components overseas and UK goods have traditionally enjoyed a good reputation for quality in the United States.

The UK is the United States’ fifth largest trading partner overall and second largest trading partner in the EU (in terms of goods). The USA is the UK’s top export destination and second largest trading partner overall.



Promising future

So what’s next for this rapidly expanding agency? As Nunwood’s continues its remarkable growth in North America, it is planning to attend further events in the US next year.

To companies considering expanding their markets overseas, Stefan says UKTI’s input can only help. He said:



For further information about business opportunities in the USA, please go to www.ukti.gov.uk/usa

Helping you to do business abroad

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Gateway to Global Growth programme we offer experienced exporters:

- an in depth review of your export strategy
- strategic development for new projects
- mentoring from a local export professional
- signposting to regional and national funding



To find out more, scan this code with your smart phone
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