



## FREQUENTLY ASKED QUESTIONS

### WHAT DOES COSKILL DO?

We specialise in combining management consulting and marketing / advertising with digital technology. We believe that our clients deserve one expert that understands every aspect of their business. It's pretty simple and we think it's the logical way to work, but it's not been done before...

### WHO ELSE DOES WHAT YOU DO?

We call it next generation consulting and, currently, we're the only firm of our type in London. Management consultancies offer similar services to our business and strategy consulting and advertising / marketing / digital agencies will connect your brand and consumer in a similar way to us. However, neither sectors can link the two - and combine it with digital technology - in the way we do.

### WHAT IF I ALREADY HAVE AN AGENCY / CONSULTANCY?

We're glad you do - it shows us that you're already thinking along the same lines as us. While we're not suggesting you fire both your management consultancy and advertising agency overnight, we'd love to show you the project benefits of working with a multi-specialist firm like ours - combining business, consumer and technology across every aspect of your company.

### ARE YOU MORE EXPENSIVE BECAUSE YOU'RE MULTI-SPECIALIST?

This is where it gets even better. Because all of our people understand business, consumer and technology consulting - with proven expertise and experience - we offer fantastic potential for budgetary savings. In fact, one of our recent clients told us that we'd saved them 48% on their project fees despite delivering against 100% of their core objectives. (We were pretty pleased with ourselves that day).

### DO YOU ONLY WORK WITH LARGE COMPANIES?

Not at all. We like variety in our client mix and work with companies of all sizes. Because of our small and agile structure - not forgetting our efficiency - we are able to serve global brands and local heroes alike.

### ARE ALL YOUR CLIENTS / PROJECTS IN THE UK?

Not at all. We're working throughout the UK, in Europe, East and West coast USA and Asia (primarily Singapore). Indeed, we've opened two "crash hubs" in New York and Singapore, to provide a base - just like our London office - in each region.

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## DO WE HAVE TO USE YOU FOR THE EXECUTION PHASES?

Of course not. We're not the type of business to start making (silly) demands like that - it doesn't help either of us. In fact, quite often, we work with our client to create the strategic plan and then pass the baton to a separate team (one we can create too) to manage implementation. Sometimes this is our client's own internal resource. We liken this to being the architect, working with an engineering team.

## ARE YOU A SOCIAL MEDIA AGENCY?

No, not really. We completely understand social platforms (as we prefer to call them) and know exactly how to leverage them for commercial gain. But we're definitely focused more on the business benefits and strategic challenges the medium presents than simply managing communities and counting 'likes'. That said, similar to the architect / engineer scenario above, we do successfully build community engagement teams and capabilities for our clients.

## WILL YOU UNDERSTAND MY CLIENT-SIDE PRESSURES?

Ah, we do like this question. Our answer - one we're very proud of - is absolutely. Our business model has been built with clients, by clients, for clients. Indeed, half of our management team have been working in-house for years, running and managing companies in "the real world". This means that every CoSkill project has more client knowledge within it than many of our competitors could ever hope for.

## DO YOU WORK WITH RESEARCHERS?

Of course. But we definitely focus on insights rather than plain old research. For us, there's no point in asking a question unless you know exactly what to do with the answer you get. We have our own dedicated researchers internally but also work with external research agencies, in partnership with clients, using

## WHERE CAN I SEE WHAT ELSE YOU'VE DONE / WHO YOU'VE WORKED WITH?

It's all online at <http://coskill.com/capabilities>

## ARE YOU HIRING?

Yes. Visit <http://coskill.com/careers>

## HOW DO WE GET STARTED?

Let's talk - it's the best way to start any relationship. Connect with us in whatever way you prefer - phone, email, Twitter, Facebook, LinkedIn, in person... It's all at <http://coskill.com/contacts>

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