



Arts and Communication Counselor Inc. Harvard Case Solution & Analysis

TheCaseSolutions.com



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About A&C



- A boutique consulting agency founded in 1970 in Toronto, Ontario
- Specialising in *sponsorship* and *experiential marketing*
 - Pairing arts and culture organisations with corporate businesses to form sponsorship partnerships
 - The experiential marketing division connects with consumers by creating unique and memorable events, involving the product

Strategy & Competitive Advantage

Making critical connections

Expertise

Hillman's Expertise
Identifying mutually beneficial pairings

Industry experience

Strong clientele base

Niche service offering

Strength = Reputation

Focused differentiation business strategy





Industry

Environmental:

- The need for "hybrid" staff to succeed

Industry:

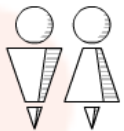
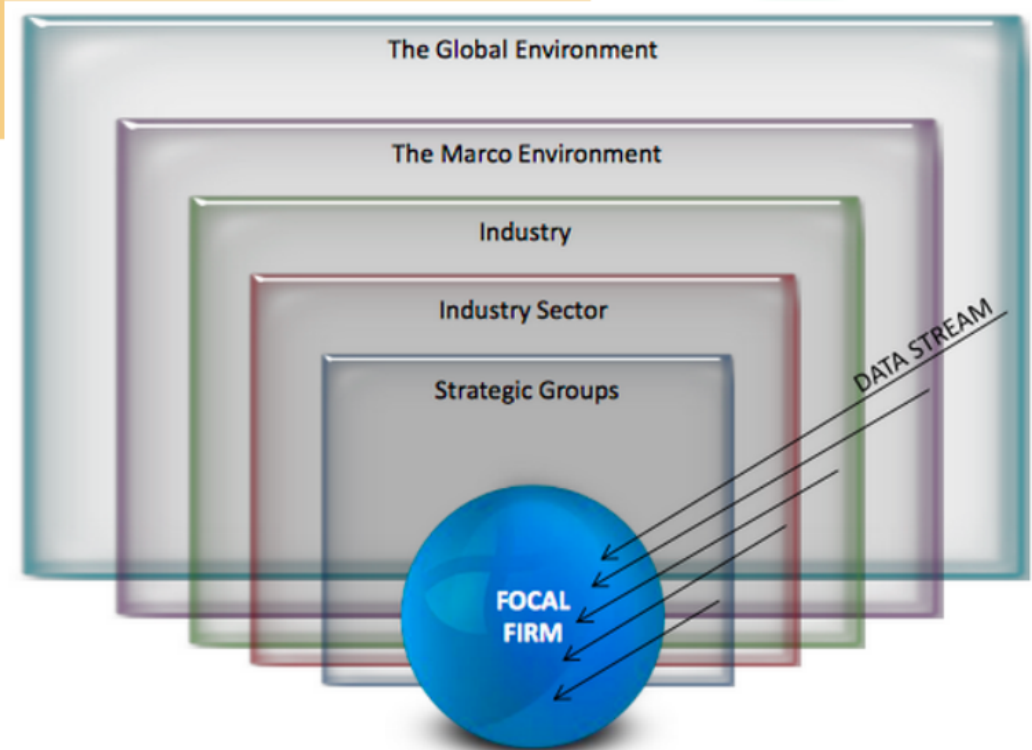
- Rise of Technology impacting revenue and clientele
- Arts and Culture government funding declines
- Fall in GDP, rise in unemployment & lowering of interest rates saw Canada enter into a recession

Result:

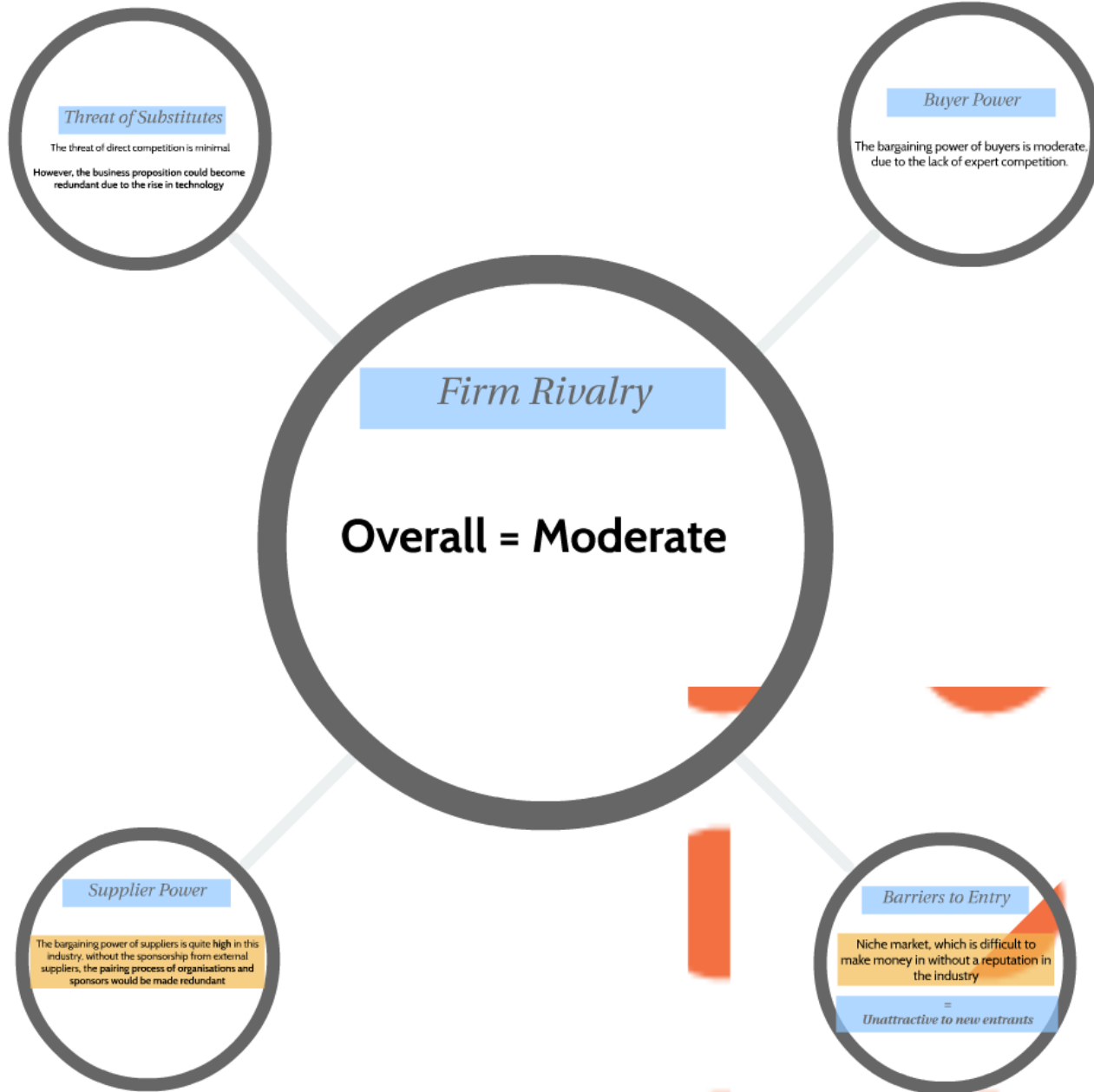
two consecutive years of losses

Competition

- Wakeham & Associates Marketing Incorporated
- IMG World Co



Porter's 5 Forces Analysis



Firm Rivalry

Overall = Moderate