



The Mersey Partnership - leisure trade

The brief: to launch The Mersey Partnership's first ever Italian marketing initiative at the BiT trade show in Milan.

"Mexia's international market knowledge and language skills proved invaluable to our launch at BiT Milan and we received an excellent response to our first ever presence in the Italian market. We asked Mexia to assist with our second outing at BiT and, given the success of our first year, have expanded their remit for BiT to include PR with Italian media. We will certainly be considering Mexia for other initiatives."

James Wood, Campaign Marketing Manager, The Mersey Partnership