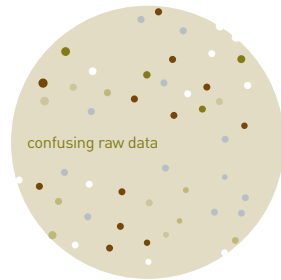
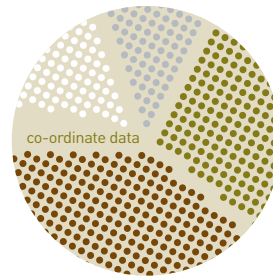


**Client** Haygarth Group  
**Sector** Marketing & Communications  
**Job function** Operations  
**Task** Data Interpretation



#### THE PROBLEM...

The client was experiencing difficulty in clearly interpreting certain aspects of data which was key to the business decisions it had to make.



#### THE SOLUTION...

Geoplan GeoAnalyser enabled the client to understand its data more easily and proved to be a vital planning tool. The client is now able to visualise data in an uncomplicated format and is able to target more effectively.



#### THE BENEFITS...

Improved analysis for our client as a base for accurate and effective market communication strategies.

**haygarth**

#### THE CLIENT...

One of the UK's leading independent marketing and communications agencies, delivering branding, promotions, public relations, advertising design and print.