

ICONIC CORK BRAND CUMMINS SPORTS COLLABORATES WITH MSC DIGITAL MARKETING STUDENTS



BACKGROUND

Steeped in a rich sporting heritage, Cummins Sports prides itself on friendly, knowledgeable staff and outstanding customer service. Since opening their first store in Princes Street, Cork in 1971, family-run Cummins Sports now has a total of 8 stores, a website that delivers to shoppers throughout Ireland and employs over 100 staff.

THE NEED

In order to increase their customer reach, Cummins Sports collaborated on a project with CIT students studying a module on 'Integrated Strategy and Planning' for their part-time Masters in Digital Marketing Strategy, under the guidance of lecturer Vivienne Griffin. Students worked in teams and were tasked with creating an impactful integrated marketing strategy, focusing on both digital and traditional marketing methods to help Cummins Sports further engage with consumers.

THE SOLUTION

Students presented their proposals to representatives from Cummins Sports in CIT in December 2019. These proposals included utilising experiential marketing, cinema, outdoor and digital marketing campaigns. Students used rich consumer insights to inform recommendations on the brand message and came up with creative ideas on how to reach and engage the target audience online and offline. A key message that came across in their campaign ideas was to use the brand's local Cork heritage to promote the business.



Cummins Sport Selected the the best integrated marketing proposal on the evening of the presentations. Pictured are members of the Cummins family with the winning team. L-R: Mary-Claire Cummins, Paul Baston, Áine Cummins, Megan Farr, Pat Drinan and Kevin Cummins

BENEFITS OF THE ENGAGEMENT

Lynn Moynihan MSc Digital Marketing Strategy student said, "We really enjoyed working with Cummins Sports, as we got to know a business that's always been at the heart of Cork. We are grateful for the opportunity to gain insights into the business and to also create a marketing campaign which encapsulates their family business story".

The Cummins Sports team including family members Áine Cummins, Mary-Claire Cummins and Kevin Cummins were very impressed with the level of insight students provided as well as the combination of both short-term wins and long term strategic marketing plans. Cummins Sports now looks forward to reaching out to new and existing customers using the strategies developed by CIT Masters students.

"WE WERE DELIGHTED TO WORK WITH CIT'S MSC DIGITAL MARKETING STRATEGY STUDENTS OVER THE PAST COUPLE OF MONTHS. THEIR RESEARCH AND FINAL PRESENTATIONS TO US WERE VERY INFORMATIVE AND WE WILL CERTAINLY LOOK AT IMPLEMENTING MANY OF THEIR FINDINGS AND SUGGESTIONS".

- Áine Cummins, Cummins Sports

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!