



Big Fridge

Mobile Chill or Freeze Trailers
for any occasion

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Cool Marketing – Catherine boosts firms' client base

(Published in the Evening Gazette, 11th October 2006)

Richmond based mobile refrigeration firm Big Fridge has praised student Catherine Porritt for her help in boosting its marketing.

The 21 year old, from Potto, focused on devising marketing campaigns to increase Big Fridge's client base as part of her entry for the Shell Technology Enterprise Programme (STEP).

The programme requires students to perform a specific task over an eight week period, the result of which will be presented to the judges.

Catherine, who is studying at St Andrews University said: "I identified the core market of the business so that I could speak to potential clients, which enabled me to come up with some unique promotional ideas."

"It's been a great experience for me. I've really enjoyed working with everyone and in the process I've been able to see inside a small business and learn a lot about its marketing needs."

James White, Big Fridge's managing director, said the increase in business over the past 12 months had been incredible, and the company had been overwhelmed by bookings.

"We are very pleased to have had Catherine on board to help us export our unique product further," he said.

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EDUCATION AND TRAINING

Cool marketing

Catherine boosts firm's client base



N-ICE WORK: Catherine Porrirt, who has spent two months on a work placement at Richmond-based Big Fridge

By ANASTASIA WEINER

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