

Project Case Study



“ Working as part of the clients marketing team to develop a total marketing strategy. ”

Client

Klober Ltd.

The Project

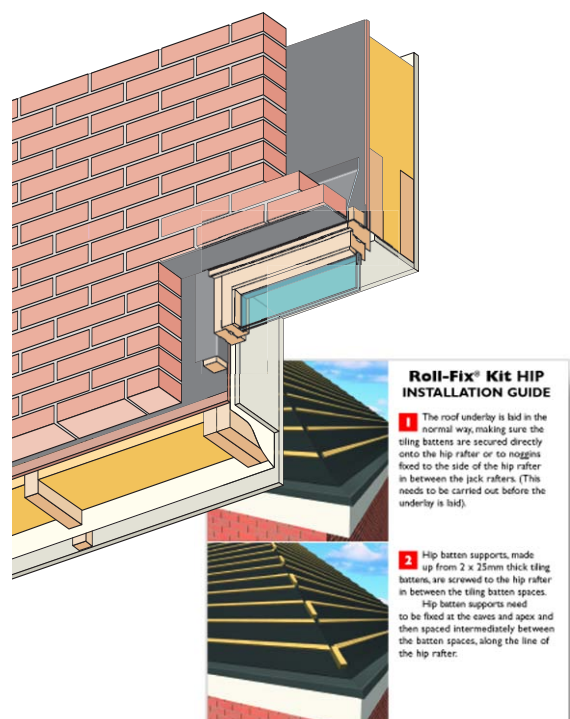
After a recent company merger and increased market competition, our client wished to grow both company and brand recognition as well as gain market share and profitability.

The incumbent that was already in the industry was a major organisation with strong products and a good brand awareness. Our client wished to surpass the competition and was only going to do so with a strong, confident brand and a clear market direction.

NBAT worked to develop a confident branding under the 'Breathe Easy' concept. This was one that would stand well within the companies product range and was one that the culture of the company could adopt and progress.

Objectives

To increase company and brand awareness after a successful company merger and enter a period of market growth.





Work undertaken

NBAT worked with Klobber's entire marketing team to:

- Develop an immediately powerful presence within the media groups via advertising and direct mail.
- Develop product and corporate advertisements for different markets that followed the 'Breathe Easy' campaign.
- Increase sales leads in order both to grow specification clients and reassure distribution and contractors alike.
- Develop different marketing campaigns for different customers within the supply chain from influencers to specifiers and stockists to contractors.
- Establish a new corporate look which extended from brochures through to advertising and exhibitions.
- Ensure PR and advertisement campaigns were done in unison, in conjunction with their existing PR company.
- Generate a series of promotional campaigns, via point of sale and direct mail, for the distributor and contractor to 'pull' sales through.
- Generate a unique technical interactive CPD presentation for use by the salesforce to inform specifiers.
- Develop the necessary marketing tools to launch a series of new products into the marketplace.

Feedback

Both the technical and sales teams found increased confidence in the organisation. The sales success ensured that the contact between the client and NBAT has been renewed for the forthcoming years.

- Within 18 months both company turnover and profitability had grown in line with corporate intentions.
- In the area of commodity sales the client outsold their nearest competitor.
- Market awareness and recognition grew within the industry and enabled the customer base to grow.

