

Construction Marketing Specialists Agency Overview



Agency overview

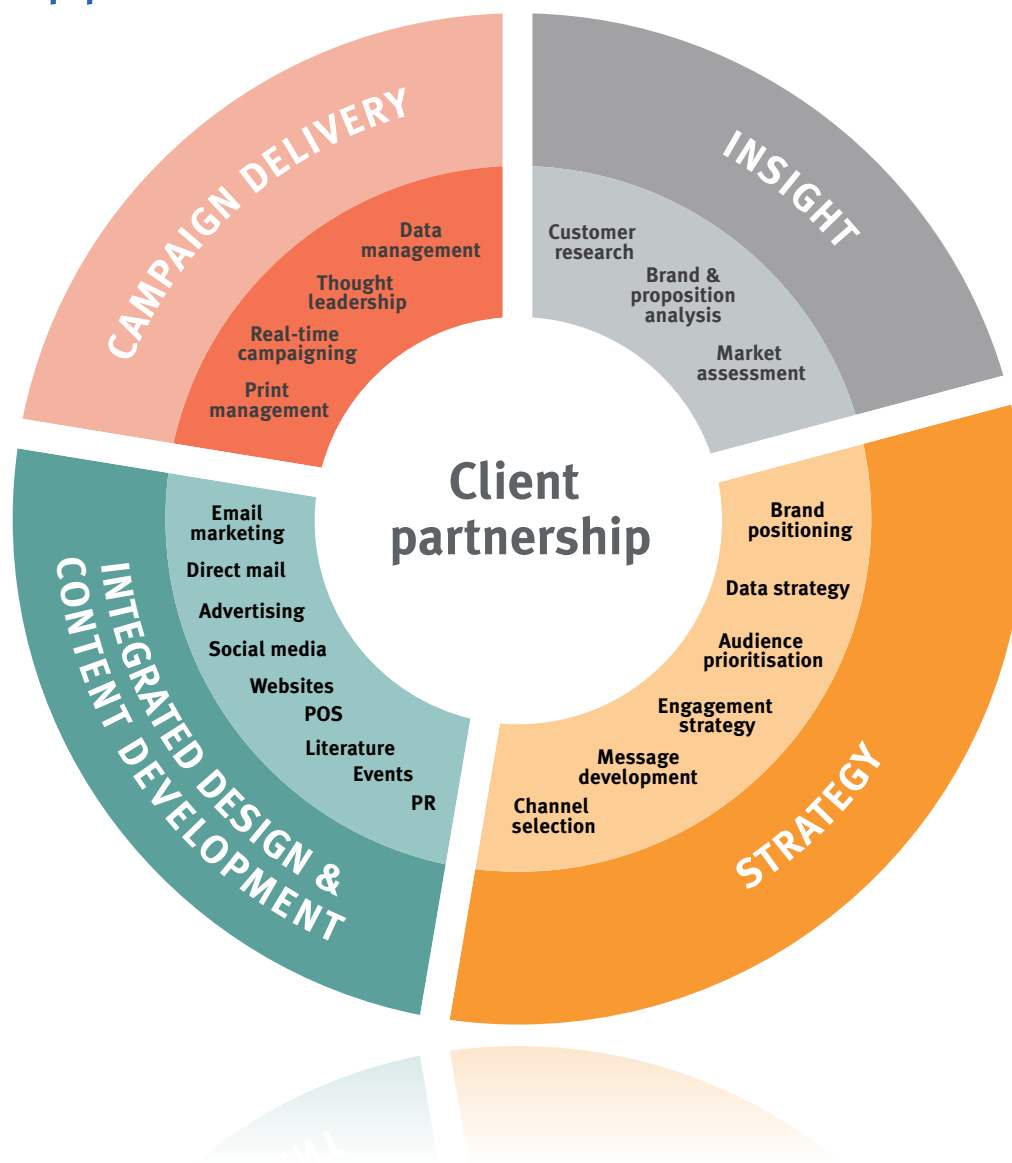
- Full service marketing agency – over 30 years in the business and going strong
- B2B and Trade Channel marketing specialist
- We are listed as a RAR recommended agency for the 9th consecutive year (2013)
- International and multi-lingual experience
- Designing and delivering outstanding marketing programmes for the construction industry:
 - Insightful business and value proposition development
 - Brand development, positioning and creative design
 - Product development and launch strategies
 - Robust data development



Our Approach

- Delivering an integrated strategy:
 - Using a mix of communication messages, channels, tools and touch-points to create audience awareness, engagement and action.
 - Understanding and managing target data to drive intelligent live campaigning.
- Communication of complex offerings to the market place – insight to:
 - Understand complex information / offerings and turn features into messages that engage different audiences.
 - Understand audience segmentation, prioritisation and their pain points.

Our full service approach



Our bigger picture marketing thinking for clients...



What's happening in your market.....

- TRADE CHANNELS – companies are facing increasing pressure to push back through the channel; ‘touch’ the end user whilst remaining collaborative with channel – WIN-WIN; creating more of a consumer landscape.
- SPECIFICATION – AFFORDABILITY – managing the balance between innovation, price and the process – public spending cuts! Account based marketing and strategic partnerships for the longer term – sharing innovation, investments and strength, ie. LEA. Constantly engaging the channel – influencers, decision makers, stakeholders – public and corporate perceptions.
- SUSTAINABILITY – meeting/driving the green arena – removing sustainability from the sales proposition and into the technical specification of the product – CSH, BREEAM, RSM.
- REPUTATION – managing reputations and setting expectations – THOUGHT LEADERSHIP.

How we've done it....





Petroplus Bitumen

The Challenge:

When BP Bitumen (UK) were acquired by Swiss refining giant, Petroplus, it was clear that action was needed to help this established client integrate with the Petroplus brand and also communicate to customer and the wider with the necessary change management messages.

Although Petroplus are one of the world leading refining companies, they have little or not presence in the UK and therefore had little brand equity. It was important that as well as communicating to audiences about the change of ownership, we avoided possible confusion within the industry.

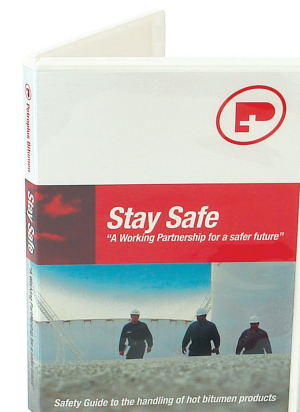
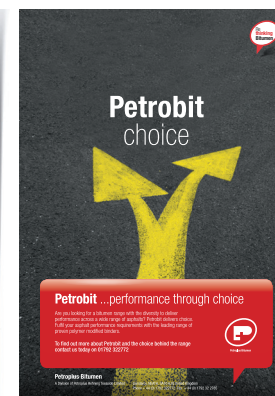
The Solution:

Working closely with our client, we worked through a period of market assessment and undertook a brand and proposition analysis in order to establish the current positioning.

From there, we developed a brand strategy to harness the existing BP Bitumen (UK) equity and enable further growth. A full communications programme was compiled to support the strategy and our creative team developed collateral to support the roll-out.

The Outcome:

In line with the new ownership, the brand styling was reset for the newly formed Petroplus Bitumen division, and whilst naturally sympathetic to the existing Petroplus look and feel, still retained visual equities which had become associated with BP Bitumen through style of photography and tone of copy on all items from advertising and literature through to website and POS.





Olexobit
evolution by design

The Challenge:

BP approached us after finding that they had been so busy developing their product, Olexobit, that they had forgotten to let the market about their developments. BP had made massive innovations with their product ranges, but felt that others had stolen the lead in terms of perception through clearer branding and communications.

The Solution:

We needed to know what was really going on and why, so our first step was to carry out a brand and proposition analysis in conjunction with a market assessment. This gave us the insight we needed in order to develop the right strategy to ensure that the BP Olexobit brand and communications reflected the market leading status of their product range.

Our team worked on repositioning the brand to reflect innovation, evolution and outstanding customer service, developing a new brand identity, working on message development and choosing appropriate channels for a campaign. Communications.

The Outcome:

Delivery of the campaign was a success, to agreed budgets and timescales. The new identity and message was applied to all collateral, ranging from literature and advertising, through to POS and application of graphics at events.

The brand is now aligned with the unique product benefits and BP Olexobit regained its status as market leader in innovation, evolution and outstanding customer service.





The Challenge:

Lafarge Plasterboard Ltd needed to launch T-Bar, the new Flat Ceiling System in a way that would generate large market awareness in their target market and a valuable opportunity to sell.

The Solution:

Given our previous experience of managing trade events for clients and understanding the value this can deliver, we devised an integrated event held at Aston Villa FC which would provide clear demonstration of product features and benefits in a customer communication and networking environment. To support the launch event and to assist the route to market of T-Bar, we undertook a number of multimedia projects for Lafarge. The event took the theme of premier league football and was attended by Lafarge's key contractors. Live on screen throughout the day and in the product demo area, the video was an integral part of the event as well as a valuable selling opportunity. For these reasons the content reflected the theme, corporate messaging and included a product installation guide and CGI from Lafarge. From storyboard to voiceover script and final cut, we worked closely with Lafarge to produce the video in a number of forms; as a live product, as an additional version on branded USBs for non attendees, as well as flash and a themed Powerpoint presentation.

The Outcome:

We supported Lafarge every step of the way with planning and managing the event, ensuring that our client could focus on the important job of communicating with their audience on the day and selling. The expertise we demonstrated in campaign delivery with the integrated roll out of these projects lead to a seamless product launch and ensured that the client achieved the results they were hoping for.





The Challenge:

As one of the world's leading suppliers of PVC-U profiles, REHAU's vast product range includes windows, doors, conservatories and heating and plumbing solutions.

Literature targeting at least 3 differing target buyer groups had to be consistently produced retaining the highest levels of brand integrity whilst conveying complex technical information.

The Solution:

We created a whole range of communications collateral, covering brand identity, direct mail, exhibition graphics, technical manuals/technical illustration, advertising and vehicle livery – as well as producing consumer facing collateral for REHAU's clients. Huge attention to detail and true market understanding forms our partnering solution. Working closely with our client was key in ensuring that such complex technical information was presented in an easy to understand manner.

The Outcome:

Delivering high standards and demonstrating commitment to quality has enabled us to remain a partner of choice over the last 17 years.



What our clients say.....

“Earl & Thompson are that rare supplier that engender total trust and loyalty from their customers. Their approach is a holistic approach that concentrates hard on understanding, challenging and supporting the strategic objectives of that customer and making them work. They are a strategic communications partner that focuses on marketing.”

“On a day to day operational basis, the level of responsiveness to work requests at short notice is outstanding. Coupled with this, their deep understanding of my industry sector provides me with confidence in their professional judgement on longer term strategic matters.”

“Earl & Thompson worked closely with us, taking time to understand our sector and objectives and were able to translate that easily and professionally into the re-branding of the organisation. Their ability to translate our requirements enabled us to develop a new, refreshed brand which has had a very positive benefit to the organisation.”

“The team at E&T really strive to understand our business and where our business is heading, making our work with them truly effective over the short, medium and long term.”

“More a strategic consultancy that specialises in marketing than a marketing firm. Very unusual in that Earl & Thompson work hard to understand the business strategies and ideas in order to assist in fulfilling the business’ potential. Wouldn’t hesitate to recommend them”.

In summary - What can we do for you.....

- Provide a full-service integrated strategy
- Deliver intelligent campaigns generating sales opportunities, development of senior level relationships and ROI
- Translate complex product/service offerings into impactful marketable campaigns
- Harness market structures and channels to ensure you stand out
- Utilise industry insight specific to your business priorities and issues

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