

Manufacturing & Engineering 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 manufacturing & engineering industries:
 - 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. 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.





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How we've done it....



HAIGH

The Challenge:

Haigh Engineering needed to launch an innovative new product, ACE Inlet, and wanted an event which their guests could attend and see the product in action at Bakewell Waste Water & Sewage Works (Severn Trent). However, how do you turn this into an event that draws decision makers and influencers in?

The Solution:

After researching and reviewing competitor events and establishing what key components needed to be included into an event to guarantee the right kind of audience, we proposed that the site visit was to be followed by hospitality at a nearby venue, with guests comprising; existing and prospective customers, distributors, journalists and Haigh representatives.

Having found a suitable venue not far from the Bakewell site, we organised and managed transport, drinks reception, menu and private dining, accommodation, water industry guest speaker, photography, product literature and promotional merchandise for 20-25 people within a set budget.

The Outcome:

As one of the first of its kind in the water industry, the event was extremely well received by guests and our clients alike – the Bakewell site visit was a particular hit, as it enabled potential customers to see the ACE Inlet in full operation whilst accompanied by Haigh Technical Representatives.

The event has generated invaluable leads for the ACE Inlet, with a number of open enquiries – any of which, when closed will present a fantastic ROI for Haigh. Luke Shepherd, Haigh's Managing Director, was pleased with the uptake of the event, describing it as 'highly professional'. Haigh were impressed with the opportunity it presented to showcase their innovative products and technical approach to manufacturing and services.





The Challenge:

MX Group is the leading supplier of showers, shower tray and shower accessories and carried a vast product range, but this was proving not only very difficult to manage and promote but also expensive to produce.

We were tasked with taking the cost out of existing design and packaging formats whilst increasing shelf standout, perceived value and ultimately sales turnover.

The Solution:

The initial step was to embark on a 3 month consultancy project covering customer research, brand & proposition analysis and market assessment. Our findings were presented back to the client together with our strategic recommendations for brand positioning and message development.

Using our expertise in print management, we were able to ascertain the most cost effective way of meeting the brand identity requirements whilst still remaining as competitive as possible in the production phase.

The Outcome:

All pack formats were rationalised, reducing the number of different templates used as well as creating stunning design solutions with single and 2 colour solutions, saving the client thousands of pounds. We were then retained to produce sales brochures, packaging, point of sale and illustrations as well as working closely with their in-house artwork and marketing department.



Creda

The Challenge:

Creda had spent months developing a new range of washing machines and were at the point of finalising design, but needed a new name for their range and fascia designs. The range identity needed to reflect the varying price and benefit levels on offer from the 3 machines as well as reflect the Creda brand values.

The Solution:

In such a highly crowded and competitive market, it was essential to get the background research right, so we carried out a market assessment to determine competitor activity. We also took time to look at the brand and proposition analysis, so that we were sure that our input supported Creda's corporate objectives.

Having presented our findings back to Creda for their approval, we began work on idea creation, working on brainstorming sessions for name generation and scamping up design ideas.

All ideas were discussed with the client, before putting forward our recommended solution – which was immediately approved and we then worked on final fascia designs to meet the tight launch deadline.

The Outcome:

The new range of washing machines were launched and received very high levels of customer approval. We were commissioned to produce all the supporting trade and consumer marketing communications material, including in-store POS units, trade training brochures as well as take-home in-store customer literature.

Creda *simplicity* 

Creda *advance* 

Creda *excel* 



Range Summary New Creda Washers and Dryers

All available from May '08

Model	Capacity	Energy Class	Features
Washing Machines			
WT10	1000	Class C	Simple Care
WT15	1500	Class C	Simple Care
WT20	2000	Class C	Simple Care
WT25	2500	Class C	Simple Care
Drying Machines			
DT10	1000	Class D	Simple Care
DT15	1500	Class D	Simple Care
DT20	2000	Class D	Simple Care
DT25	2500	Class D	Simple Care
Washing Dryers			
WD10	1000	Class D	Simple Care
WD15	1500	Class D	Simple Care
WD20	2000	Class D	Simple Care
WD25	2500	Class D	Simple Care

Creda Answer Centre 01452 64 64 74

Creda

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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