



## Launching into new territory

### **Certus: establishing a credible presence for Wavin in the industrial & commercial sector.**

Wavin's overall share of the above ground plumbing & drainage market is impressive. But in one specific sector, industrial & commercial, they're looking to expand their presence.

They have technology designed for these more demanding environments. It has been proved in service in Europe. Some systems are now available for UK launch. Others will follow. It's time to introduce the portfolio under a new solutions brand name – Certus.

### **Our Task**

Give Certus and its systems a credible basis for consideration. Get inside the comfort zone of key decision-makers in this sector. Launch the brand with full supporting materials, and generate leads that will help the sales team open the right doors.

### **Action and Output**

- › Develop brand positioning: challenging the current conservative view. Opening up the possibility that even better technology is available, with more on the way.
- › Coordinated offline and online launch programme: unveiling and defining the brand. Introducing initial examples of its technological benefits. Also creating a distinctive visual identity.
- › Brand literature, a new website, precisely targeted mailer packages and e-mailings: all designed to generate feedback and leads for the specialist sales team.

### **Result**

- › Launch campaign analytics show strong uplift in site traffic: new visits, pages viewed and time on site.
- › EDM campaign generates 17.5% open rate at the start of a long-term brand engagement programme.

### **Contact Us**

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