



CREATIVE MARKETING DIRECT  
communications for the built environment

case study



## Precise differentiation for corporate brand

### Fläkt Woods: new integrated positioning for building services targets.

An international company formed from two distinct areas of specialist air management technology: air climate and air movement.

Leading the world in fans, ventilation and air handling. But, in the UK, still looking for a united focused platform on which to compete effectively against strong competition.

### Our Task

The initial agenda: review the component parts of the existing brand proposition. To do so, apply our SCiLS® planning technique for marcoms strategy.

Use this tool to weed out ineffective, wasted investment and conflicting messaging. Then devise a coherent new direction for coordinated implementation.

### Action and Output

- › Integrated positioning: re-defining the precision of the engineering and functional solutions.
- › Modern new look literature portfolio to cover all system categories: strengthening integration of the various technical competences.
- › Corporate and product level online and offline marcoms, including extensive PR: emphasising Fläkt Woods expertise in energy efficiency and technical performance, to build differentiation.

### Result

- › New UK identity also adopted and rolled-out across Europe.
- › 30% increase in UK orders – in a year when the market declined by 2.5%.

### Contact Us

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