



CREATIVE MARKETING DIRECT
communications for the built environment

case study



Launching a new 'solutions' brand

Intesio: it's about stormwater management – and covers more than just product systems.

Wavin is already a leading player in the increasingly high profile field of Sustainable Drainage: systems designed to cope safely with sudden monsoon conditions in built-up areas.

Now they plan to move up a gear, and embrace every element of the process. Not just the physical products, but the specialist expertise and insight on offer as well. All under a newly-conceived solutions brand: Intesio.

Our Task

The initial challenge is to define a credible and differentiating positioning. Focus on the highly specialist targets: the specifiers and contractors who tackle stormwater management assignments.

For them, core messaging and sound technical information is crucial. Then devise a coordinated communications launch plan to deliver all that.

Action and Output

- › Versatile but distinctive core message: one that can get buy-in from all target groups – while each sees it from their own perspective.
- › Creation of brand collateral alongside a new website: spelling out the brand's inherent scope and benefits.
- › Fully-integrated offline and online programme: with interlocking direct and digital mailing programmes. Driving key audiences towards the specific information that their role requires.

Result

- › Immediate positive reaction to direct launch.
- › Enquiry response rate from direct mail: 7.5%.
- › Around 1000 hot leads being followed-up.

Contact Us

+44 (0) 1483 546900

Leapale House, Leapale Lane, Guildford, Surrey GU1 4LY
www.creativemarketingdirect.co.uk