



CREATIVE MARKETING DIRECT
communications for the built environment

case study



Completing the circle for fire protection

Nullifire, leader in intumescent coatings: now it has passive fire-stopping fully covered too.

Nullifire holds top spot in today's intumescent coatings market. But there's opportunity for share growth with their fire-stopping range: products that safely fill the voids in room-to-room service penetrations within buildings. It's time to enhance the range and focus communications.

Our Task

Just one: take share from competitors. A number have niched their way into the sector. But they can't match Nullifire's back-up expertise for structural fire protection of buildings.

We need to show the market that Nullifire now has the complete solution. And that we can make the most of a very focused budget.

Action and Output

- › Completion of a 64pp product guide: an up-to-date reference work for the enlarged range. With consistent structure to enable fast understanding of individual product capabilities and application differences.
- › Press advertising: uncomplicated but powerful, alerting the market to the new offer. Pointing the way towards the range guide, and making it easy to access.
- › Campaign microsite: providing the core details. Including a download facility for online use of the product guide, allowing leads and interest to be tracked.

Result

- › Driving professionals to online product guide: reducing print and mail costs.
- › Increased site traffic for main site.
- › Opt-in mailing list is building.
- › Awaiting Year 1 sales.

Contact Us

+44 (0) 1483 546900

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