

Forterra Brand Strategy & Architecture

In 2023, Forterra, a leading UK building products manufacturer with iconic brands like Thermalite and London Brick, sought to unify its heritage brands under a cohesive strategy. Forterra enlisted SLG Agency to develop a brand strategy that would optimise its brand architecture for long-term success.

SLG conducted extensive market research, competitor analysis, and stakeholder interviews to assess Forterra’s current positioning. This research provided insights into brand health and structure, allowing Forterra to capitalise on its sub-brand equity while positioning itself as a purpose-driven, growth-focused investor brand.

£1.87

share price, up from **£1.34**, following the repositioning.

290+

hours of interviews and focus groups conducted.

2,791

in-market respondents provided quantitative data.

5-year

commercial strategy fully aligned with the new brand and marketing approach.