Best Brand & Positioning

British Spirals & Castings Rebrand

The British Spirals & Castings (BS&C) rebrand demonstrates how clear strategic thinking and creative execution can reposition a business for long-term growth. Founded in 1992, a core part of BS&C's business has been focused on delivering one-off staircases, railings or balconies for buildings around the globe.

Smith Goodfellow worked with BS&C to deliver two clear objectives:

- **Brand Identity Development:** Create a refined, recognisable identity that positions BS&C as a market leader and appeals to high-end audiences.
- **Website Redesign:** Redevelop the company website to include the refreshed identity and an easier navigation to improve customer experience.

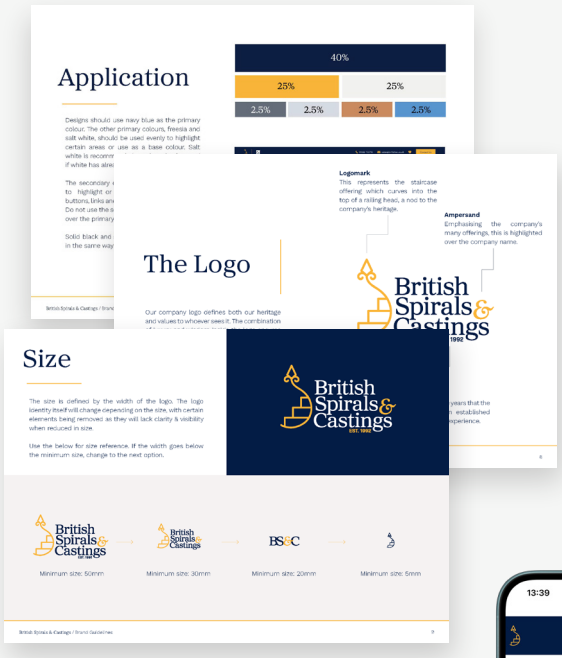
British Spirals & Castings
EST. 1992

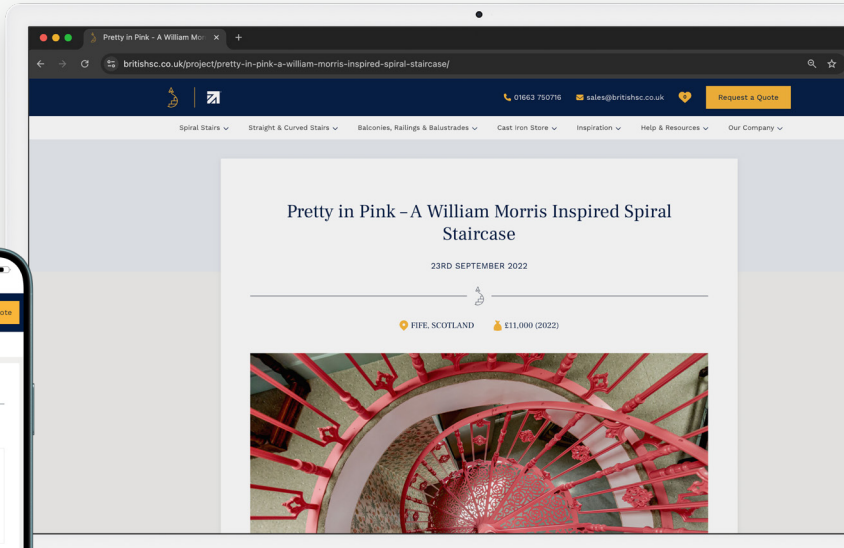
22.08%
of all quote requests generated by architects, interior designers, or other specifiers.

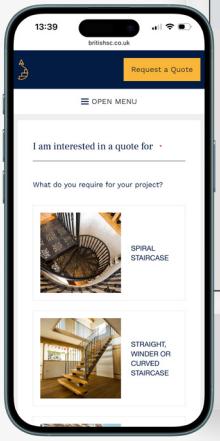
52.33%
increase in overall quote requests.

63.64%
increase in balcony quote requests.

218.18%
increase in railing quote requests.







Smith Goodfellow