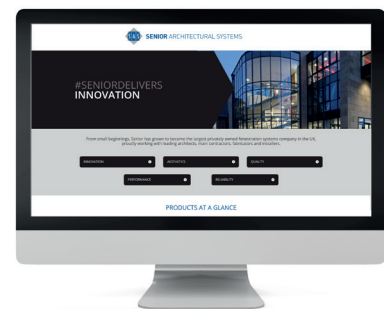


10. BEST BRANDING & POSITIONING



Senior Architectural Systems Senior Delivers

Senior Architectural Systems is the UK's largest privately owned aluminium fenestration systems manufacturer and one of the most successful. Operating predominately in the commercial sector, the company's traditional route to market was through its trade fabricator and installer network and although effective, the company recognised the need to raise its profile at the top of the supply chain.

Benefitting from a long-standing working relationship, Senior tasked Harris with creating a new marketing campaign that would not only help increase brand awareness with both architects and main contractors, but would continue to support its traditional customer base and ultimately, have a positive impact on its order book.

Informed by detailed market research and benefiting from Harris' understanding of the specification process, the 'Senior Delivers' campaign also showcases Harris' expertise in implementing highly creative multi-platform campaigns.

By maximising the full potential of print and online advertising, social media and PR, Harris has devised a campaign that successfully captures the unique character of Senior, highlighting exactly why specifiers do and should work with the company.

The results are tangible, leading to a significant increase in contract wins and facilitating the development of a stronger, more collaborative relationship between Senior and its clients.