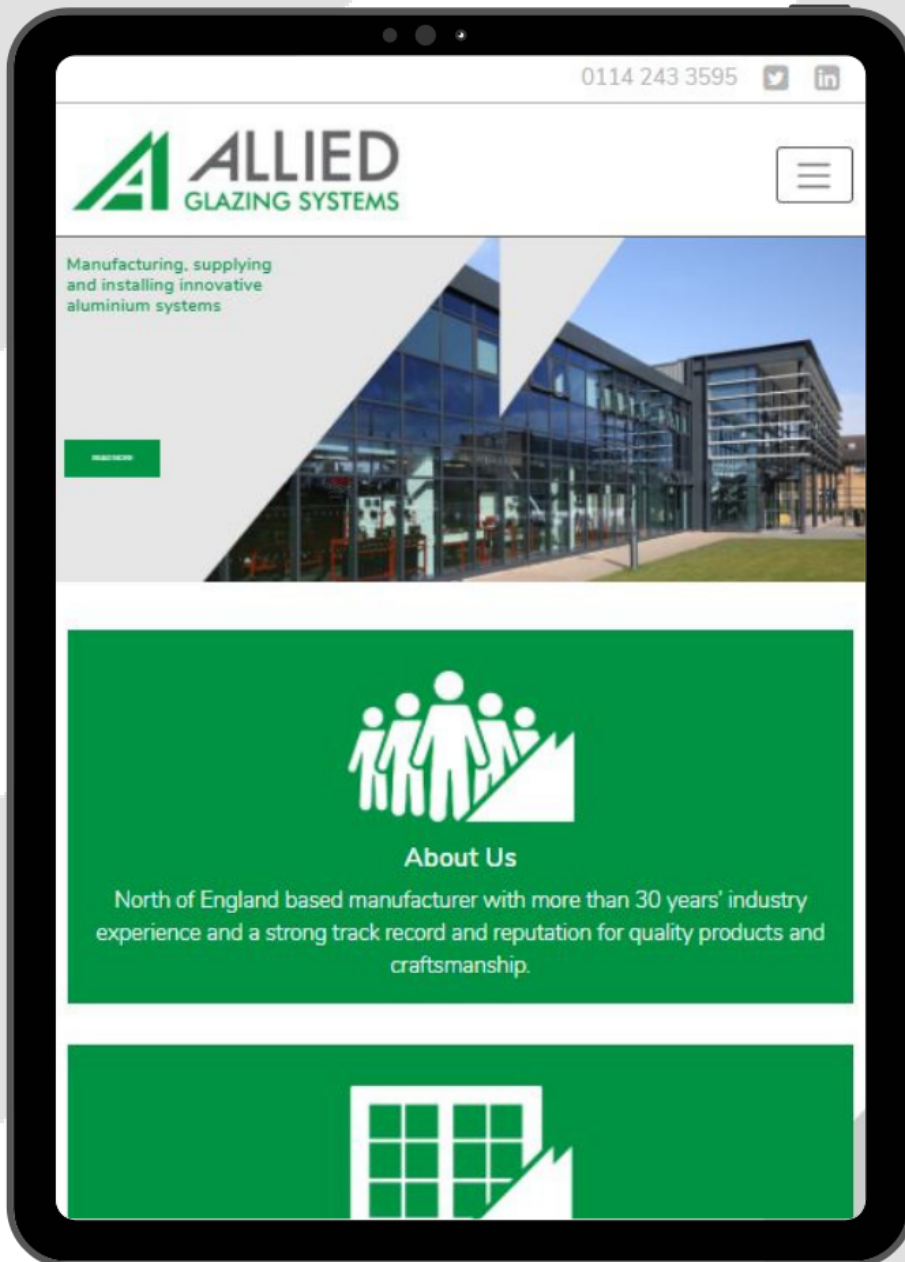


Buyout Team Meets

Branding Challenge



The new management team at Allied Glazing Systems appointed Engage Comms in 2018, having relied on steady growth from 'word of mouth', it had never done any proactive marketing and had an outdated website and brand and no social media.

The key objective of the repositioning exercise was to create a new professional brand and website which would establish a platform for long term step-change business growth, increasing visibility and awareness of the brand amongst specific contacts within the construction industry.

The result was more orders in the first three months of the roll out of the campaign than the business had achieved in the whole of the previous year, a tangible substantive and immediate impact of the rebrand and related marketing activity.

20%

growth in turnover

72%

increase in order book value

130K

impressions of company content on social media

Company:



Category:

Best Branding and Positioning

Agency:

