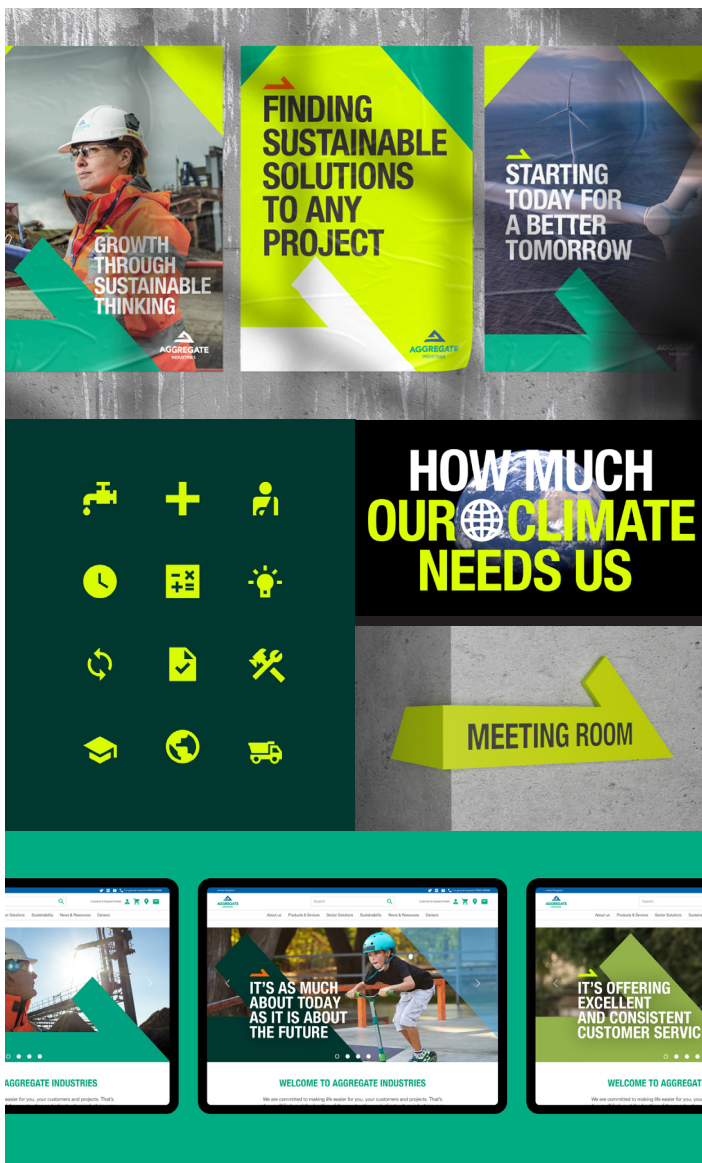


BUILDING PROGRESS



THE WORK

In 2021-22, Aggregate Industries (AI), one of the UK's largest building materials suppliers, refreshed its brand, with a clear new direction, look and tone.

A baseline study of brand perceptions among their key audience - specifiers for building and infrastructure projects - found the most important buying factors were reliability and relationship.

THE OVERALL MARKETING OBJECTIVES

- Grow the share of spend of existing customers
- Position the business as a leader in innovative sustainable solutions

THE ROLE OF THE BRAND

We needed a positioning that was authentic, motivating and memorable. The refreshed brand needed to be simpler, more consistent and more distinctive.

The existing brand was built around AI's own people, putting them 'at the heart of construction'. We had to evolve that to focus instead on those people's working relationship with their customers.

This was embodied in the idea of "progress" - helping businesses grow, building a better infrastructure, innovating more efficient products and processes

NPS SCORE INCREASES

Overall	Partnership
+36 → +45	8.1 → 8.3/10
Reputation	Innovation
8.4 → 8.6/10	7.9 → 8.1/10

CLIENT IMPACT

"Everyone loves the new look, especially the fact we remain a brand that is colourful and full of life. And the progressive arrow's brilliance is in its simplicity. We're so pleased with how it all came together."

Ioana Borangic, Head of Marketing at Aggregate Industries

