



Case Study

THE CLIENT

Amari Plastics

THE PROJECT

Database build, lead gathering and profile building (campaign)



THE CHALLENGE

As a result of our success with their website, Amari approached us to see if we could use supplier funding more effectively to increase customer awareness, corporate profile and sales.



THE THINKING

We realised we could build a campaign that achieved these goals and add further benefit by building a central sales database and email tools to drive future business.

Instead of providing customers with standard giveaways, we would give Amari's prospects free promotional products that could be branded with their own logos. So construction companies, signmakers and POP builders could create promotional items, through Amari, to promote their own businesses to their own customers. For this reason we called the Campaign 'Amari Backing You'.

Amari branded items included fleeces and thermal mugs, customer branded items included rulers, keyrings, pens, letter openers, coasters etc. or their own acrylic sign for their own office. (note: all products were made from Amari accessible materials). Creative was deliberately 'straightforward' to appeal to target audience of builders, signmakers etc.



THE SOLUTION

A fully integrated campaign to deliver gifts with Amari's customers' own branding for them to promote their own businesses. The campaign included advertising, electronic and conventional mailings, all focussed on a web portal for information gathering. The campaign included the creation of tools to maximise the use of the resultant database by disseminating product news and special offers.



THE RESULT

Creation of a marketing database with over 800 business contacts, dramatic raising of Amari's profile across the building, signage and POP industries and a bumper year for sales.

"Hartley-Stone was presented with a brief which required both a short term impact on current performance and a longer term legacy of a consolidated customer database together with a positive brand building programme.

The results were impressive in that the year saw record sales for the company, which were in some major part driven by the campaign, together with a database for future commercial activities, which can be orchestrated at the local or national level.

It is always a challenge to innovate within a conservative industry B2B market but the integrated campaign certainly had traction with our customer base."

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