

Attracting higher quality business

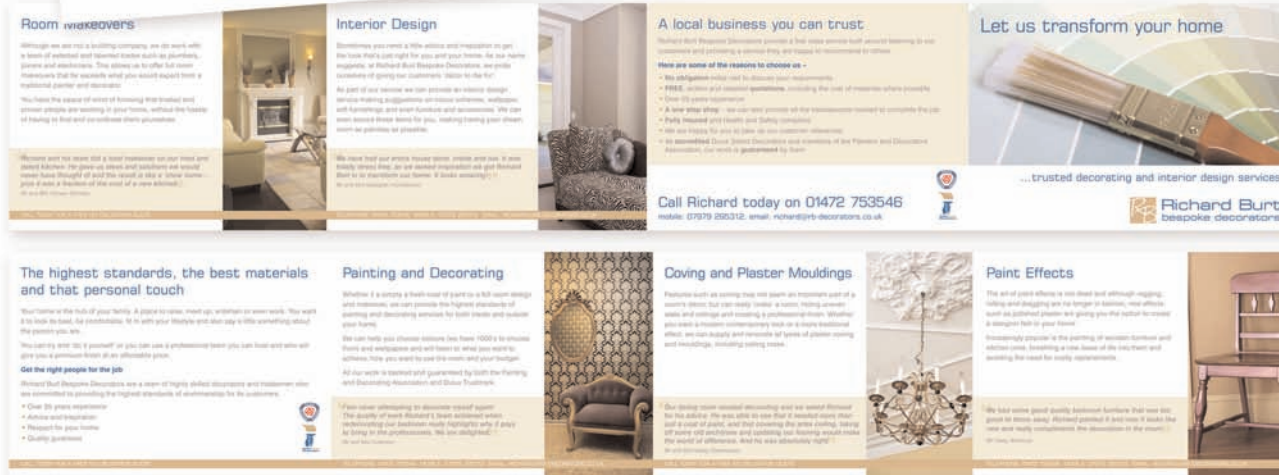
Title: RB Bespoke Decorators

Challenge: East Coast Decorators was the name for a business originally run as a sole trader under the name RT Burt Decorators. The formation of the limited company was designed to enable the targeting of both commercial and domestic work and was successful in attracting corporate contracts and projects but at the expense of the domestic work. The owner wanted to change this and attract the higher value domestic projects, specifically those that would benefit from his interior design and project management skills.

Solution: Our first recommendation was to change the name of the business to RB Bespoke Decorators which sounded less corporate and better reflected the tailored services provided. New branding was created that utilised spot gold to add a quality feel and the strapline 'décor to die for' gave it a personal and quirky feel.

To actively target the desired customers we recommended using leaflets that could be door dropped in affluent areas and handed out to existing clients. Rather than produce a standard A5 flimsy, we recommended producing something that had more space to showcase the full range of services, was printed on a better quality stock and showed off design flair in its format. We chose an unusual A6 landscape roll fold format that fulfilled all these criteria.

The new name, branding and marketing activity has been successful in bringing in larger, more design led projects that are utilising their full range of skills and services.



“Marketing works best when you have a very clear idea of who your dream customer is. In this case, attracting this type of customer involved changing the company name, branding and way it marketed itself. The positive results show the validity of this co-ordinated approach.”