

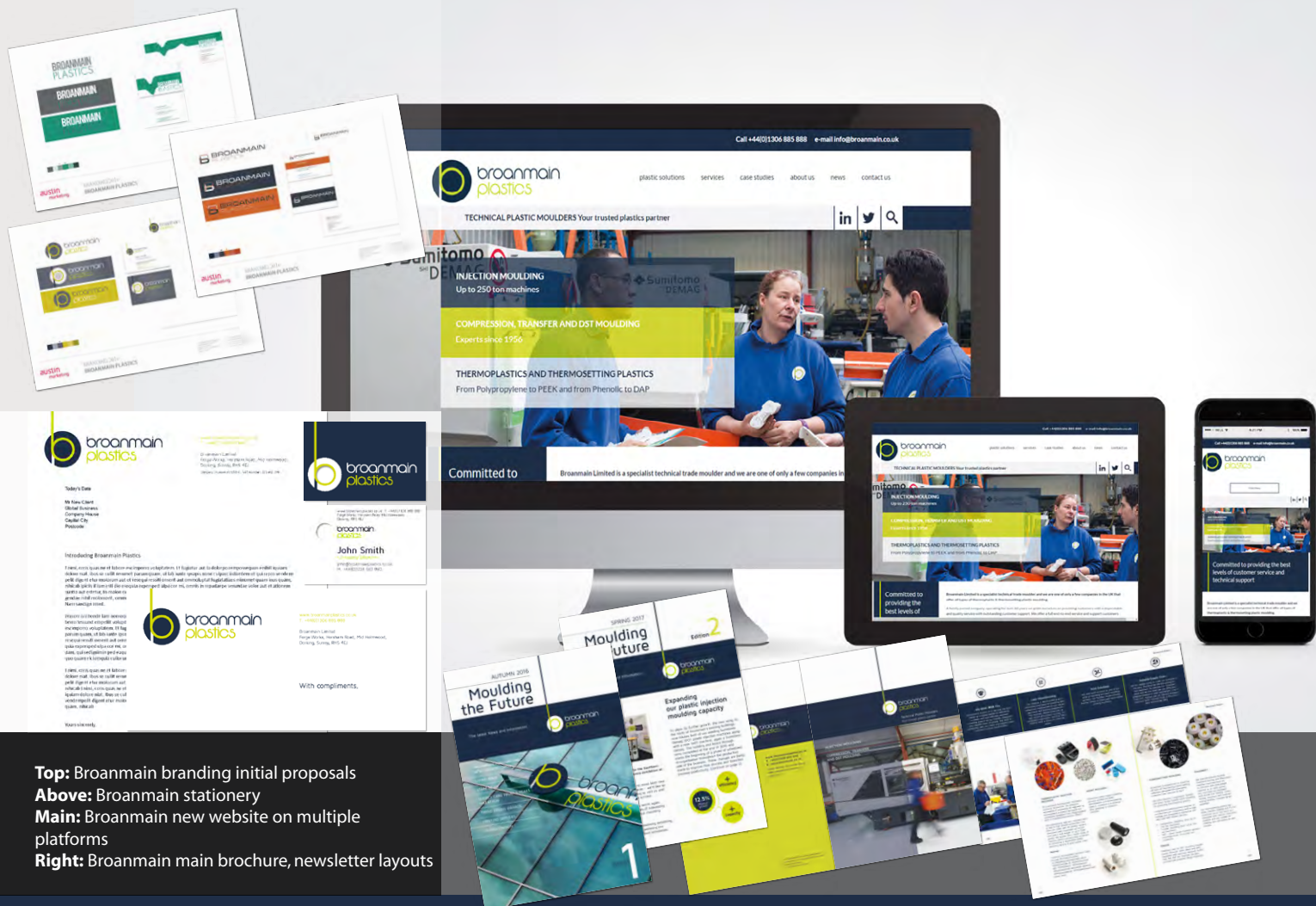
Showcase

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## Another marketing agency?

In a world where time is short and results are key, we believe that the best way to showcase our credentials, and how we can help with your marketing needs, is to give you visual examples of our work.

Everyone in the Austin Marketing Team hopes that you like what you see and can appreciate what we bring to the table...



**Top:** Broanmain branding initial proposals  
**Above:** Broanmain stationery  
**Main:** Broanmain new website on multiple platforms  
**Right:** Broanmain main brochure, newsletter layouts

**Client: Broanmain Plastics**

**Sector:** Precision Plastic Engineering :: **Relationship:** Full Service Agency

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## Services Provided

- Marketing Strategy
- Customer Surveys and Market Review
- Branding, Logo Development and Identity
- Website Design and Build
- Graphic Design for Brochures and Newsletters
- Copywriting
- Content Origination
- Social Media & SEO

## Overview

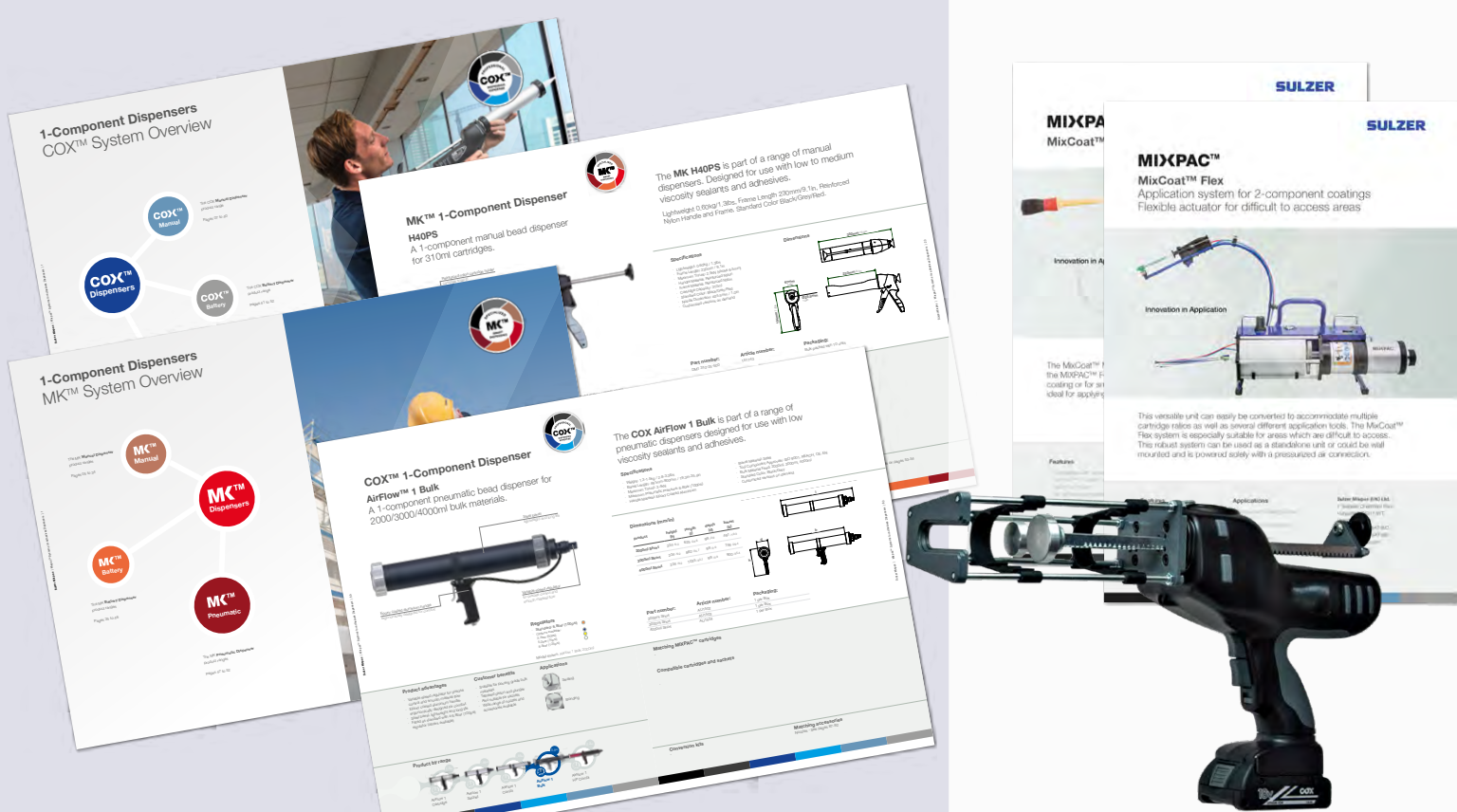
Broanmain is a technical trade moulder with 60 years of expertise, providing end-to-end support from tool design, tool manufacturing, printing, assembly, kitting, packing and distribution, as well as various and flexible supply chain solutions.

## Project Included

Following a small commission to provide exhibition support, Broanmain partnered with Austin Marketing for help to develop a clear marketing strategy to support the business's five year growth plan. The objective was to increase Broanmain's profile and market presence, promote customer engagement and increase the numbers of leads and subsequent sales.

After research, we recommended the adoption of a strategy to position Broanmain Plastics as a trusted partner within their marketplace. Our proposal was to increase brand and service delivery awareness and increase traffic to the website. With this strategy in place, the Broanmain Plastics website has seen a 76% improvement in visitor activity over the period January 2016 to January 2018.

The business's collateral - newsletters, mailouts, shell scheme panels, stationery - was revisited to present the company as a trusted supplier and reflect the business's strengths, resources and capabilities. This provided validation of the knowledge and expertise that Broanmain has to deliver a service/product in time, to budget and to the highest standard.



**Above:** Product brochures and studio photography  
**Main:** Dispensing catalogue example pages

**Client:** Sulzer Mixpac (UK) Ltd  
**Sector:** Manufacturing :: **Relationship:** Full Service Agency

# SULZER

## Overview

Sulzer is a Swiss-based global leading manufacturer and supplier of pumping solutions and mixing technology led application products. In 2016, Sulzer acquired PC Cox Ltd, a long-standing customer of Austin Marketing since 2010, and our relationship changed with this acquisition. We were appointed as one of three agencies, one in Switzerland, one in Germany and ourselves, supporting the global needs of Sulzer Mixpac, the division responsible for handheld industrial dispensers.

## Project Included

As PC Cox's solus marketing agency, we undertook national market awareness research, product naming, multilingual website design, build, population and management. We assisted with brand management, newsletters, exhibition design, brochure and instruction manual production in seven languages, as well as photography, video and multimedia presentations. Working for Sulzer Mixpac, we are now responsible for the production of the company's industrial dispenser brochures, photography, video and exhibition graphics.

## Services Provided

- Marketing Strategy
- Graphic Design
- Web Design
- Web Development
- Copywriting
- Videography & Video Post-production
- Photography
- Print Production
- Exhibition Stand & Graphics





**SULZER**

**MIXPAC™**

System Solution for  
Dispensers & Cartridges

- Innovation in application
- Premium quality
- Complete system solutions

**MK™**

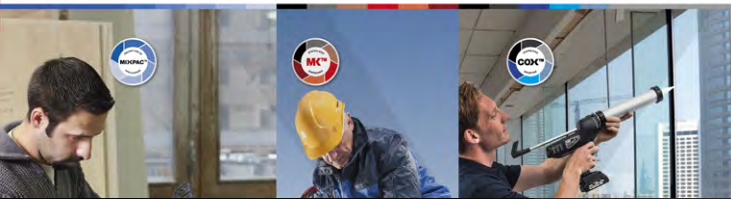
Your Specialized Solution  
Partner

- Proven - high performance
- Easy to handle
- Specialized application solutions

**COX™**

Professional Range  
of Dispensers

- Battery, manual and pneumatic
- Premium quality
- Professional handling



**Top and Main:** Sulzer exhibition stand  
at BAU 2017, Munich  
**Above:** Pop-up display banner for FEICA 2017  
**Below:** Studio videoshoots

*"Austin Marketing has handled a wide range of projects from redefining branding and literature creation through to a complete redesign and implementation of our new website, which included multilingual sites. I have found them to be very good to work with and would not hesitate in recommending their highly professional services."*

Ian P Newberry, Former Sales and Marketing Director, PC Cox

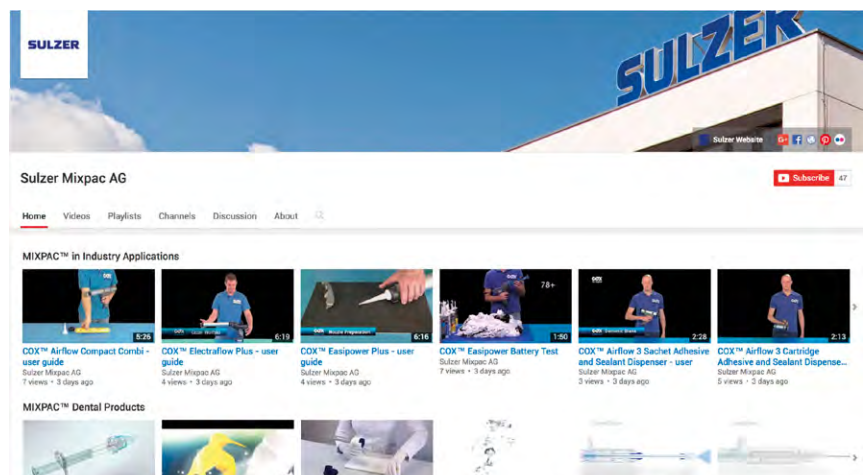


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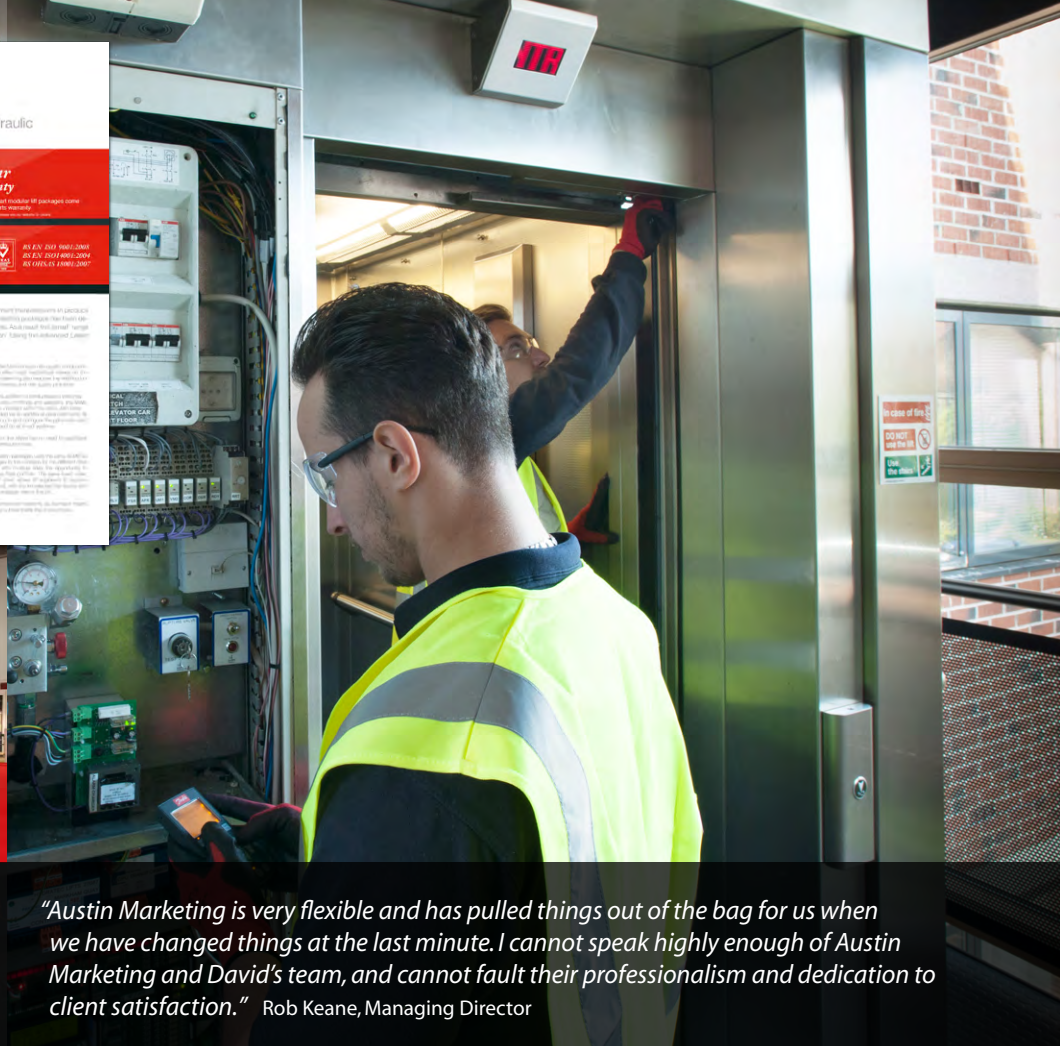
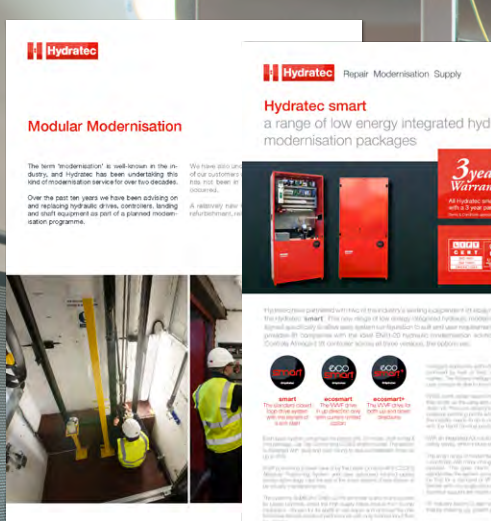


## YouTube

YouTube has become the place to go to find out how things work and how to use any of the array of products that we use on a daily basis. In 2011 we proposed, and subsequently produced and populated a consumer dedicated YouTube channel to showcase the ease of use and benefits associated with PC Cox sealant or adhesive applicators. With over 20 tutorial videos, the channel has been a great success and today, under the Sulzer Mixpac, we still maintain, shoot, edit and upload tutorial videos to the channel.







**Top:** Corporate brochures/flyers  
**Above:** LIFTEX 2016 exhibition stand  
**Main:** Location photography

*"Austin Marketing is very flexible and has pulled things out of the bag for us when we have changed things at the last minute. I cannot speak highly enough of Austin Marketing and David's team, and cannot fault their professionalism and dedication to client satisfaction."* Rob Keane, Managing Director

**Client:** Hydratec

**Sector:** Engineering/Maintenance :: **Relationship:** Full Service Agency

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## Services Provided

- Marketing Consultation and Strategy
- Graphic Design
- Copywriting
- Photography
- Print Production
- Full Website Management
- SEO
- Web Design & Development
- Social Media
- Exhibition Stand Design & Graphics
- Event Management
- Email Marketing

## Overview

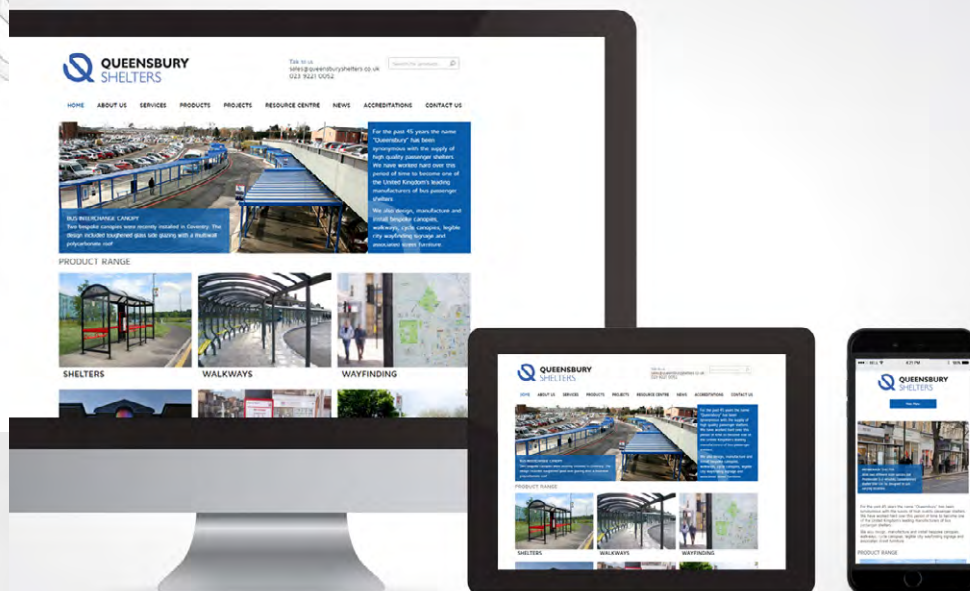
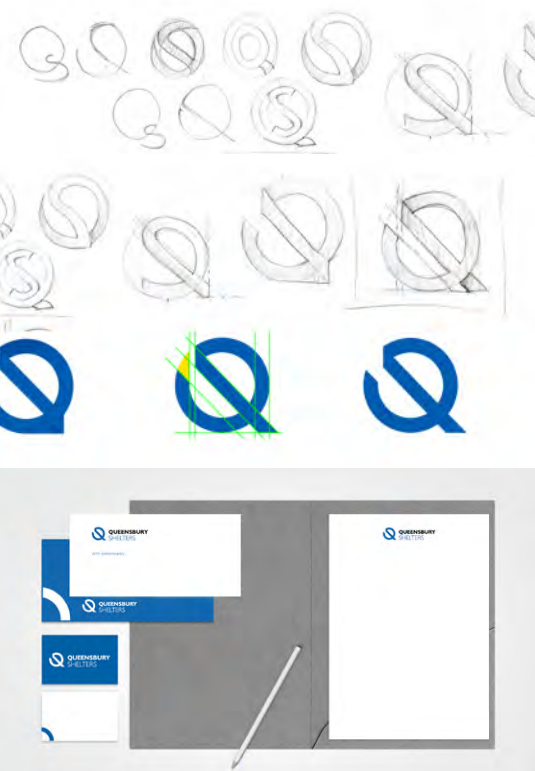
Hydratec is a privately owned specialist lift hydraulic service, maintenance and modernisation company. Operating from northern and southern based offices, Hydratec employ field based engineering staff to undertake work and supply parts for virtually all of the UK's leading lift companies.

The industry-specific activity that Hydratec embraces includes complex hydraulic lift installations through to the online supply of hydraulic parts. In 2016, Hydratec developed and launched an eco-friendly hydraulic lift modernisation package, Hydratec smart™, which very quickly became one of the industry's most popular hydraulic modernisation options.

## Project Included

Austin Marketing has worked with Hydratec since 2010, originally being commissioned to produce a new website. During the project our activity expanded to embrace visual identity and brochure production. Subsequently, we were appointed as Hydratec's chosen Full Service Agency and have worked closely with them on both a strategic and marketing basis.

In 2016, we redesigned and rebuilt the Hydratec website, providing it with an e-commerce facility to assist with the sale of hydraulic parts. During the same year, we assisted with the planning, naming and introduction of Hydratec smart to the market. We have also advised, designed and managed the company's bespoke exhibition presence at LIFTEX (2013/2016) at London's ExCel Centre.



**Above:** Queensbury branding brainstorm and final stationery  
**Main:** Queensbury new website on multiple platforms

*"Our rebrand has now been delivered and the success of our new website has seen an increase in traffic to the site of 25% per annum. Austin continue with our General Marketing requirements and SEO support and we look forward to working with them in the future."* David Mundy, Sales Director

**Client:** Queensbury Shelters  
**Sector:** Manufacturing :: **Relationship:** Full Service Agency

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## Services Provided

- Branding and Identity
- Graphic Design
- Copywriting
- Website Design
- Website Build
- SEO
- Social Media
- Content Marketing

## Overview

Founded over 45 years ago, Queensbury Shelters has become one of the United Kingdom's leading manufacturers of bus passenger shelters. They design, manufacture and install bespoke canopies, walkways, cycle canopies, legible city wayfinding signage and associated street furniture.

## Project Included

In 2015, following on from our development of the new Queensbury visual identity, designed to better reflect the business and its market position, Austin Marketing was commissioned to design and build the company's new website.

We've also produced a suite of new marketing collateral from brochures through to case studies, data sheets and email campaigns. Austin Marketing also provides day-to-day website management, social media and SEO services, as well as running a number of outbound digital marketing campaigns.

In the time immediately following the launch of the new website, compared to the same amount of time prior, we saw a 175% increase in sessions. Similarly, the session duration improved by 69% as well as the bounce rate, which saw a 20% drop.





**Top:** Lester Controls product brochure  
**Above:** Web design  
**Main:** LIFTEX 2016 exhibition stand  
**Bottom:** Lester stationery

*"In all cases Austin Marketing contribute and advise on putting Lester Controls on the map and are very proactive in that area, which helps immensely. They have a very good understanding of our business and market."*

Stuart Davidson, Commercial Director

## Client: Lester Controls

**Sector:** Manufacturing/Technology :: **Relationship:** Full Service Agency

### Overview

Lester Controls is the largest independent lift and escalator control system manufacturer in the UK, providing lift controllers and ancillary equipment to all of the major lift companies. The company employs over 90 staff, has a turnover of £11.5m plus and operates from three UK locations. In 2014, Lester Controls acquired Sarum Electronics Ltd, a specialist building controls manufacturer.

### Project Included

Austin Marketing has been working with Lester Controls since 2009 and has subsequently taken on the position of the company's Marketing Agency. We often communicate directly with Lester Controls customers to discuss project success and quality delivery, with the objective of enhancing customer relationships.

In 2010, we produced all of the marketing collateral required for LIFTEX, a lift industry trade show that occurs every three years. This included the design and production of a 60 plus page product catalogue, along with a company brochure. The production of the brochure required over 200 products of ranging sizes to be photographed both at our studio and at Lester Controls premises in Croydon.

For the next show in 2013, we also provided all new marketing collateral, including a new catalogue, company video and all of the graphics for the bespoke exhibition stand. Our involvement increased







THE UK'S LARGEST  
INDEPENDENT  
LIFT CONTROL PANEL  
MANUFACTURER



Experienced and seasoned lift industry experience provides a practical knowledge of what's needed onsite



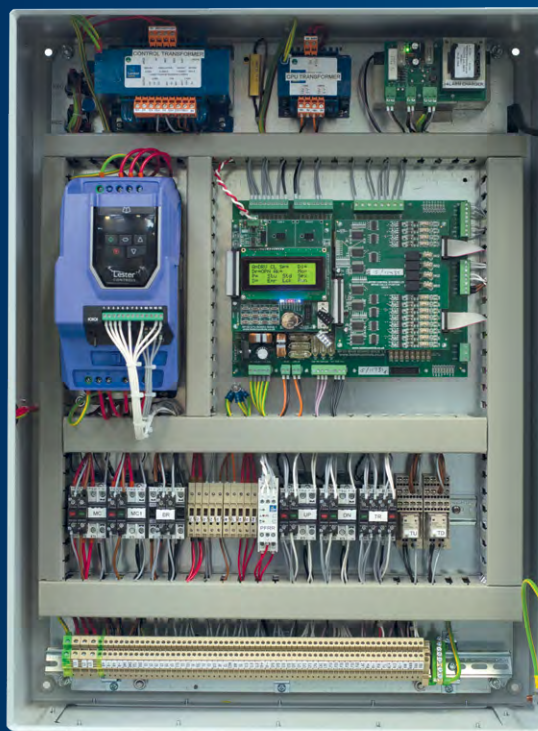
#### INTERNET & WI-FI CONNECTIVITY

Web-based lift monitoring  
and Wi-Fi connectivity with  
Lester Controls' own bespoke  
applications for PC,  
mobile or tablet

**Above:** Lester video and animations

**Main:** Product photography

**Side:** Sarum brochure



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## Services Provided

- Marketing Support & Consultancy
- Graphic Design
- Copywriting
- Brochure & Catalogue Production
- Advertisement Design & Copy
- Editorial Copy
- PR
- Photography
- Videography
- Exhibition Graphics & Design
- Event Management
- Web Design
- Full Website Management
- SEO
- Social Media
- Email Marketing
- Market Monitoring

in 2016, and we undertook the design, commissioned a stand builder and managed the set-up and breakdown of a bespoke self-build stand. We also produced a new video presentation that included bespoke animations and, again, a wide range of exhibition collateral, including a new catalogue.

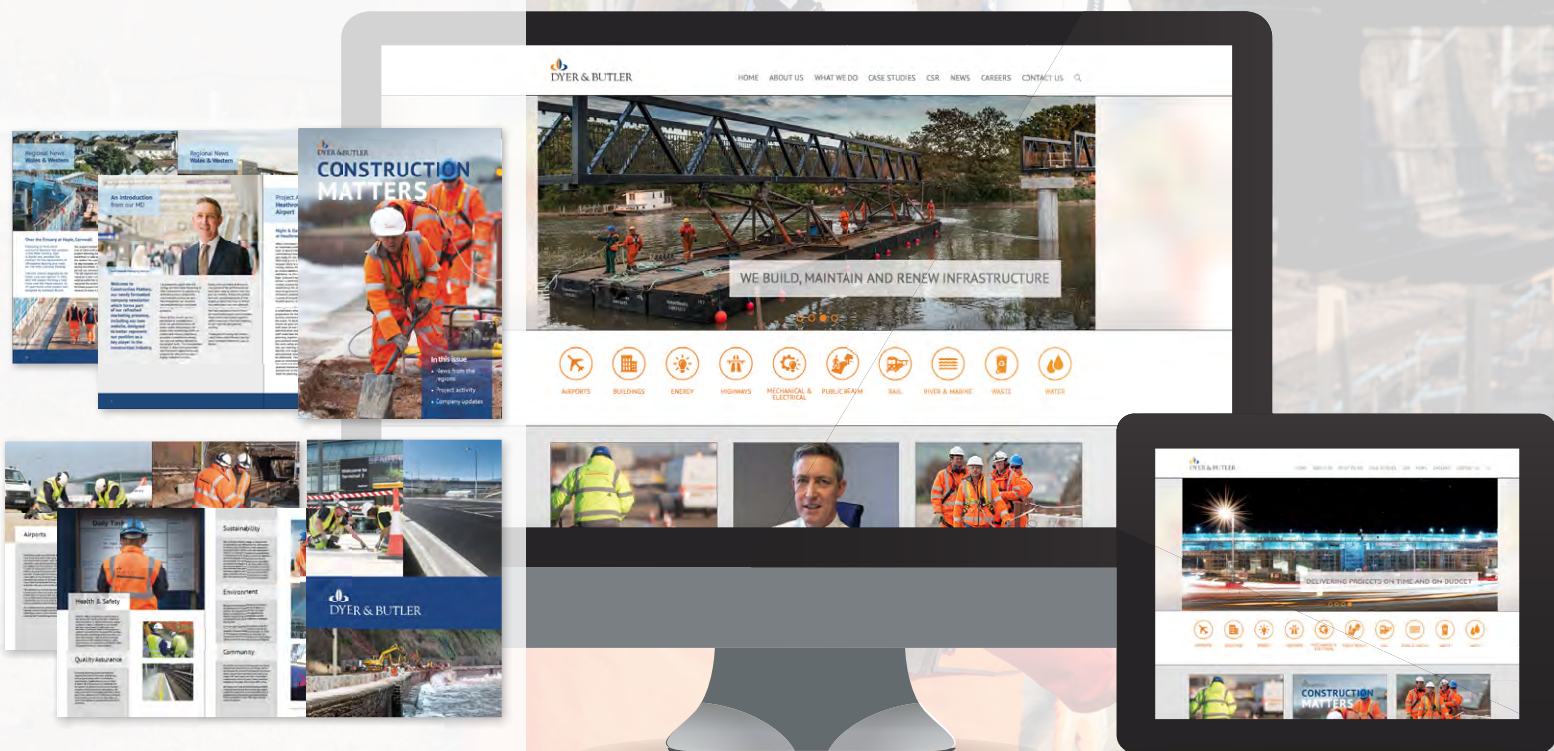
## Online Presence

We provide Lester Controls with a full website management service, which includes regular product and content updates. In 2014, we redesigned and populated the new Lester Controls website with all new content. In July of the same year, we took over the management and content generation for Lester Controls social media accounts.

## In Support of a New Business

Following on from the acquisition of Sarum Electronics Ltd by Lester Controls, we undertook a detailed competitor and market survey to establish weaknesses and strengths in the sector. Following on from this, we then built a new website for Sarum Electronics Ltd (now trading as Sarum Controls). As part of the marketing strategy, we also produced a range of product brochures, instruction manuals and videos. We also produced a brand book for Sarum Controls to ensure that the Lester Controls brand, that we helped to develop, was applied consistently within this newly acquired business.





**Above:** Brochure and newsletter design  
**Main:** Dyer & Butler new website

**Client:** Dyer & Butler  
**Sector:** Civil Engineering :: **Relationship:** Project Led Activity

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## Overview

Dyer & Butler is a renowned civil engineering company with over 30 years' experience in building, maintenance and renewal of infrastructure within the rail, airport and highway sectors.

Austin Marketing began working with Dyer & Butler in 2014, when we were commissioned to redesign, host and build their new website.

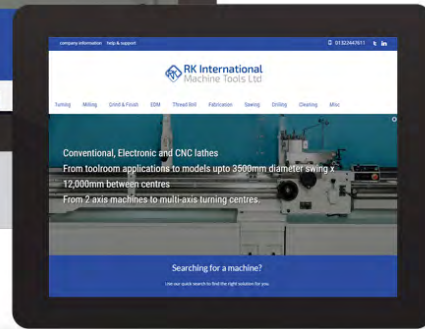
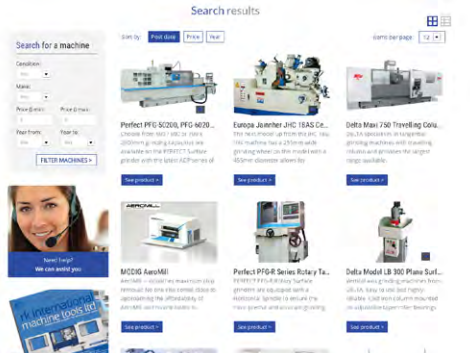
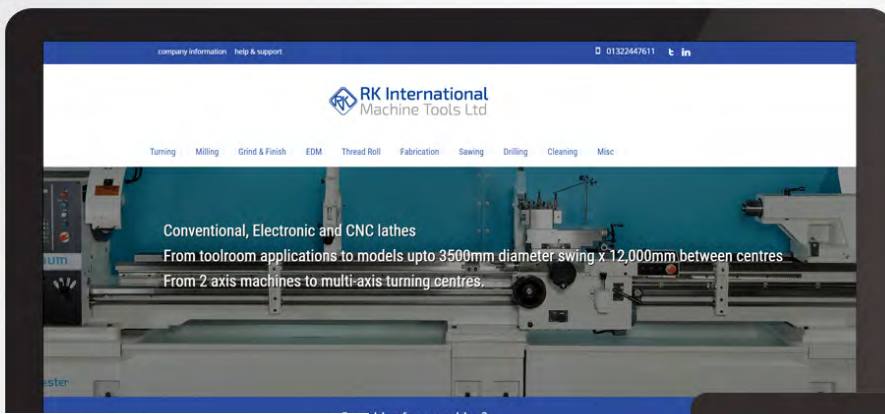
## Project Included

We have provided a range of marketing support services, including photography, content creation, brochure production and an additional new content managed website for Dyer & Butler Electrical.

Since 2015, we have also been producing Dyer & Butler's primary company newsletter, Construction Matters, which is currently running at 24+ pages per issue and is distributed twice a year. Creating the content requires us to undertake interviews with Dyer & Butler's key head office and regional personnel, and subsequently write the articles that appear in the newsletters.

## Services Provided

- Graphic Design
- Copywriting
- Photography
- Web Design
- Web Development
- Web Hosting



**Main:** RK new responsive website  
**Above:** Product search results on the website

*"This was a complex project but we are pleased with the final result. There are already some valuable names and emails from prospective clients, some of whom we have been trying to connect with for some time."*  
Simon Rood, RK Director and General Manager

**Client:** RK International

**Sector:** Engineering :: **Relationship:** Website and Related Services

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## Services Provided

- Website Design
- Website Development
- Website Hosting

## Overview

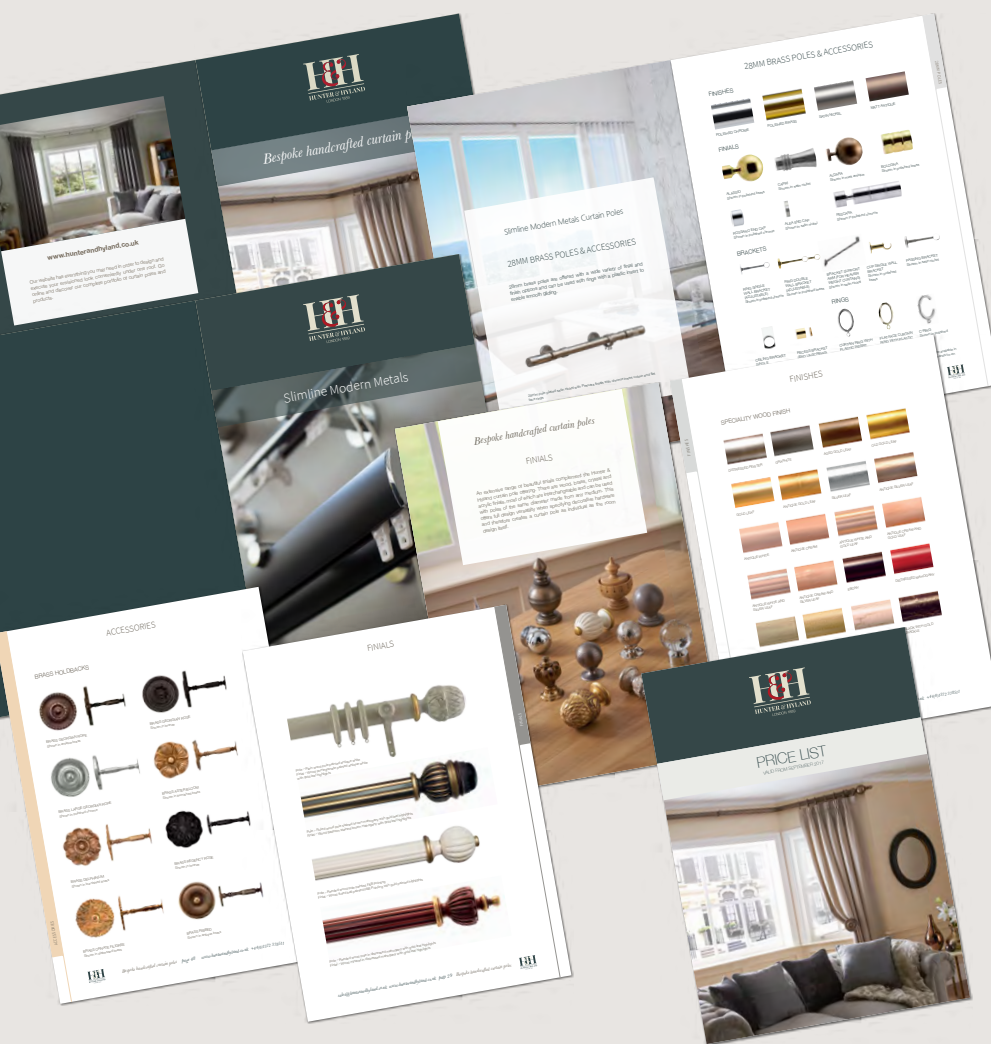
RK is a well established company supplying quality machine tools, predominantly to customers based in the UK. RK approached Austin Marketing for help to improve their online presence and acquire more leads from their website.

## Project Included

After a review of RK's website, Austin Marketing recommended the development of a new website. The original website, although full of useful content, looked out of date in terms of aesthetics, and as a result did not clearly communicate the business proposition or the benefits to customers. Another issue was that the website was not very mobile friendly, something that is increasingly important. According to Google, over 50% of search queries globally come from mobile devices.

In the 3 months following the website launch, RK has seen an increase of 110% in the website being viewed on mobile devices compared to the previous non-responsive site. Each time a PDF is downloaded from the website an email alert, sent to RK, indicates who is interacting on the site and what products they may be interested in. More and more visitors are starting to use the 'opt-in' button for keeping up-to-date on the latest RK news. There is a 'sign up to receive product updates and news' banner on the home page.





**Client: Hunter & Hyland Ltd**  
**Sector: Manufacturing :: Relationship: Full Service Agency**

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## Overview

Located in Surrey, Hunter & Hyland is a bespoke drapery hardware specialist with a history spanning 126 years in the design and craft of unique curtain poles, tracks, finials and blinds.

## Branding & Identity

Hunter & Hyland sought a refreshed logo that continued to reflect their company's long heritage, so Austin Marketing worked through a number of design stages to create the final logo, which incorporates Hunter & Hyland's date of establishment and location, as well as a swatch of red - maintaining a connection between their previous logo.

## Website and SEO

Following the refresh of the brand, the website underwent an extensive rebuild to provide visitors with more information about the wide breadth of bespoke products and design options available. The site endeavours to guide visitors through the process to help interior designers create unique window dressings, manufactured to their own design.

As an interior design orientated company operating within the commercial sector, showing in online searches which are predominantly consumer-focused is a challenge. However, by maintaining a balance between generally used highly competitive search phrases and product specific long-tale phrases, our ongoing SEO work on the website has resulted in noteworthy improvements in website performance.

## Services Provided

- Logo Development & Branding
- Graphic Design
- Print Design & Fulfillment
- Exhibition Stand Design
- Exhibition Stand Build Management
- Photography
- SEO
- Web Design
- Marketing Support & Consultancy



**Above:** Hunter & Hyland exhibition stand at Decorex  
**Left:** Bespoke curtain poles and Slimline curtain poles brochures pages, and Price List cover  
**Centre:** Studio product photography and digital enhancement  
**Below:** Decorex stand, new website and print elements for distribution at exhibitions

*"As a business, we have benefited also from increased activity and, as a result, our website traffic continues to grow, up 30% in the last six months alone. The number of enquiries from our website has increased by 40% in the same period. We have also seen that awareness of brand within our marketplace has become much stronger leading to more exposure and opportunities. I would not hesitate to recommend Austin Marketing to others as I feel that the service we receive is both professional and personal and their design team produce fantastic results from a design brief."* Sarah Moon, Sales Director



The site has seen a growth of 30% in traffic and a 40% increase in website enquiries, culminating in significant sales growth seen at the end of 2017.

## Exhibition Stand Design & Build

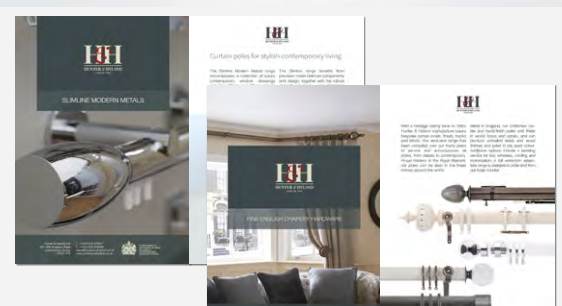
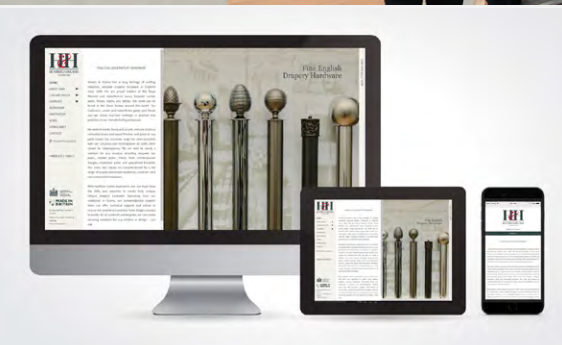
Austin Marketing undertook the design and management of the build, install and breakdown of Hunter & Hyland's 2015, 2016 and 2017 Decorex International exhibition stand. We worked to ensure all of Hunter & Hyland's expectations were met. The stand needed to display 30 curtain poles as well as a motorised bay pole window, so Austin Marketing proposed and discussed several stand designs with Hunter & Hyland to agree upon the final design.

## Print Design & Fulfillment

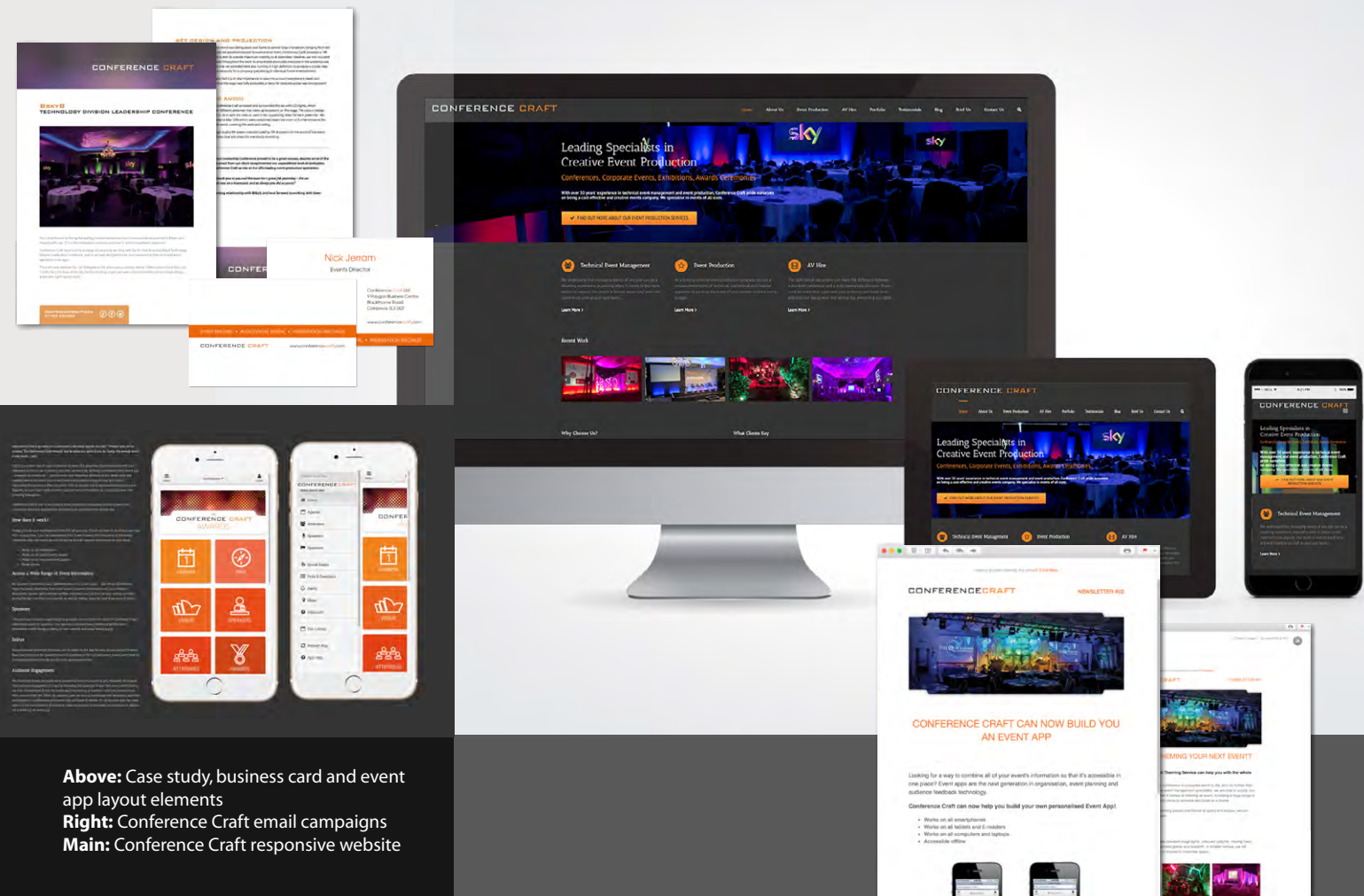
We designed and produced Hunter & Hyland's rebranded stationery, a Bespoke Curtain Pole Catalogue, a 2016/2017 Price List and a Slimline Modern Metal Brochure, as well as several postcards and flyers specifically designed for the exhibitions, showcasing their unique craft.

## Photography

Austin Marketing has photographed well over 200 products for Hunter & Hyland, many of which have been highly reflective, requiring extreme care to avoid unwanted reflections. We have assembled and fixed completed pole sets to dummy walls in our studio to allow the fittings to hang as they would in a real environment.







**Above:** Case study, business card and event app layout elements  
**Right:** Conference Craft email campaigns  
**Main:** Conference Craft responsive website

**Client: Conference Craft**

**Sector:** Events Management & AV :: **Relationship:** Full Service Agency

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## CONFERENCE CRAFT

### Overview

Conference Craft is an event and conference specialist, with over 30 years of technical event management and production experience.

The business provides both a complete event management solution and equipment rental for conferences, award ceremonies and exhibitions. Among their outstanding client portfolio, Conference Craft work with Sky UK, Merlin Entertainments, Babcock International Group PLC and MCM Comic Con.

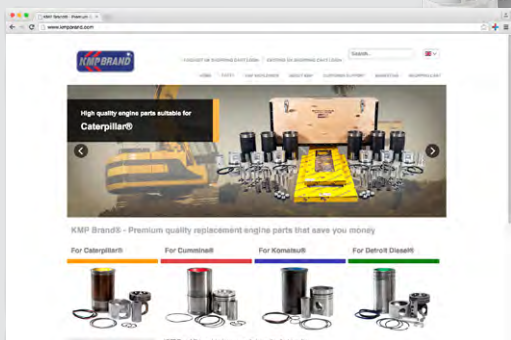
### Project Included

Austin Marketing has worked with Conference Craft since 2011, initially providing a new website and marketing collateral. In 2015, we undertook a full redesign and build of the site and are subsequently providing a full website management, social media management and site SEO optimisation service for Conference Craft. We also design and produce quartile marketing campaigns in the form of E-shots and news bulletins.

### Services Provided

- Branding and Identity
- Website Design
- Website Build
- Copywriting
- Brochure Production
- Website Management
- SEO & PPC Management
- Social Media Management
- Email Marketing





**Top:** KMP Brand's promotional video

**Above:** KMP Brand's website

**Main:** Product photography

**Client:** KMP Brand

**Sector:** Manufacturing :: **Relationship:** Full Service Agency

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## Services Provided

- Graphic Design
- Web Design
- Web Development
- Copywriting
- Photography
- Videography & Video Post-production
- Web Hosting
- SEO

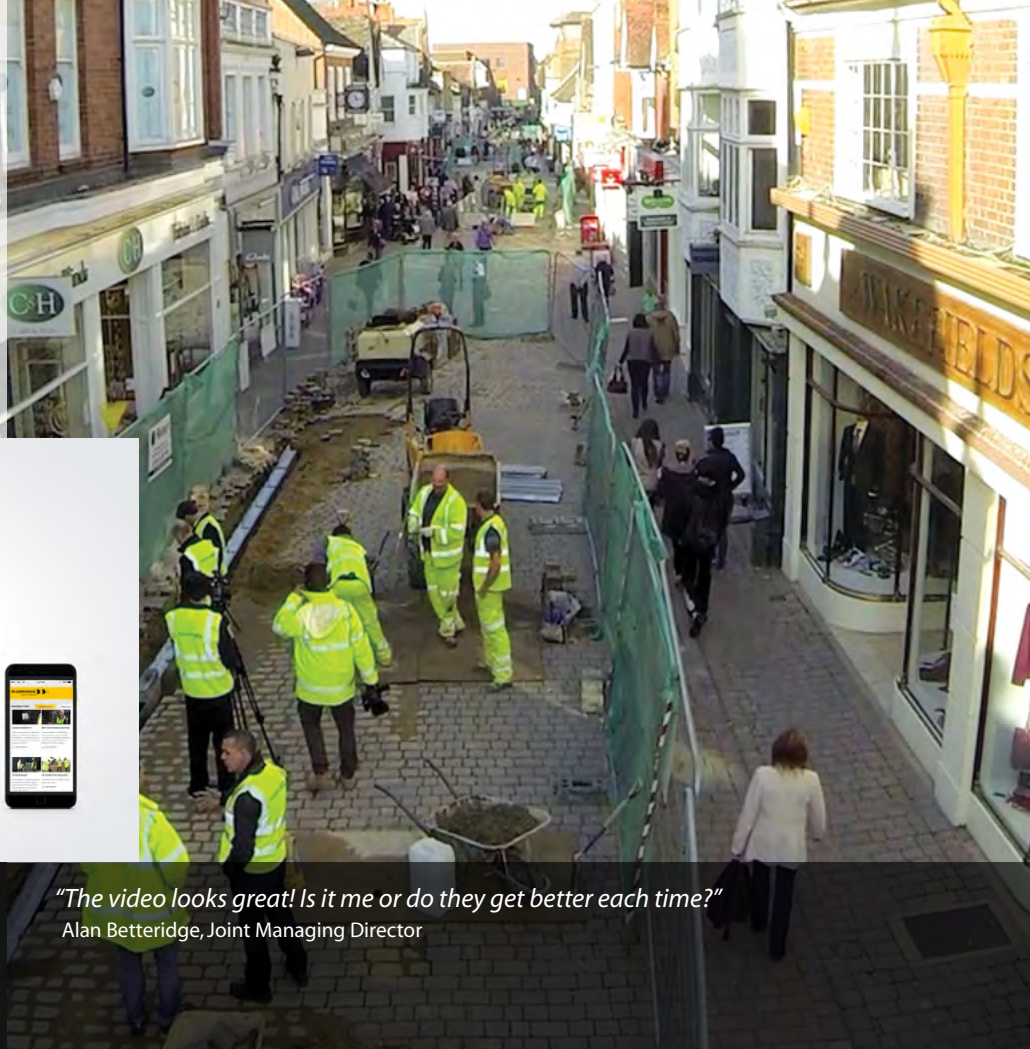
## Overview

KMP is a global supplier of replacement industrial and agricultural engine and machinery parts. KMP's Head Office product development and distribution centre is in Surrey however, they also have locations in the UAE and the USA.

## Project Included

Austin Marketing began working with KMP in 2012, initially redesigning and building a new website to support a global market. The new CMS multilingual website has been heavily optimised from the start and targeted at country-specific keywords and phrases. To manage this, we undertake very detailed weekly and monthly SEO pertaining to geographic activity. Our ongoing SEO work resulted in the KMP website having a 19.68% increase in visitor activity in 2017 compared to 2016.

We were first commissioned by KMP for the design and production of a new, multilingual, CMS website and promotional video. In 2016, KMP acquired an agricultural engine parts business. As a result, we undertook a redesign of the existing website, along with new written copy and additional product photography. As part of our long-standing agreement with KMP, Austin Marketing is redesigning and creating an all new CMS multilingual website for launch in 2018. Austin Marketing also currently provides KMP with the design and creation of monthly news bulletins, promotional offers and E-shots.



**Above:** The Rudridge.tv home page and video  
**Main:** On location in Horsham, West Sussex

*"The video looks great! Is it me or do they get better each time?"*  
 Alan Betteridge, Joint Managing Director

**Client:** Rudridge  
**Sector:** Construction :: **Relationship:** Website and Video Services

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## Services Provided

- Video
- Photography
- Website
- Website Content Management

## Overview

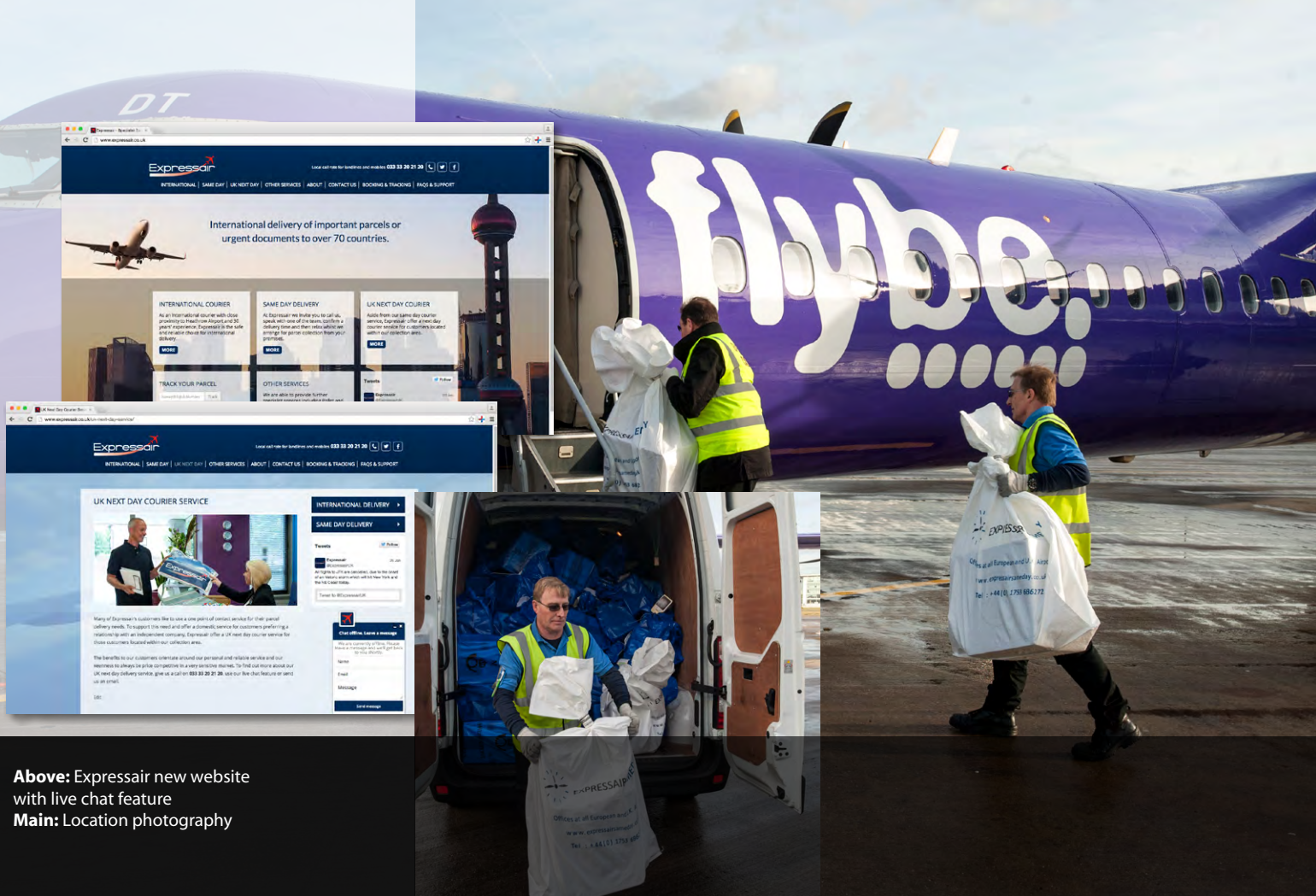
Rudridge Ltd is a leading Groundwork Materials merchant, operating from four locations in the South East of England. Rudridge became part of Travis Perkins plc in 2015 and has continued to grow its market presence based on great service and very competitive pricing.

## Project Included

Austin Marketing has worked with Rudridge Ltd since 2011, when we undertook the production of the company's first video project to show the company's position in the market. Since then, we have undertaken a range of interview and tutorial videos for Rudridge, overseeing each project from the concept stage through to the final edits.

In 2014, we designed and produced a .tv video website for Rudridge. We continue to produce Rudridge-branded tutorial videos, as well as managing the rudridge.tv and the dedicated YouTube channel. To help with filming day logistics, we often liaise directly with Rudridge suppliers and also speak with them to allow video sharing and cross-branding with their own YouTube content.





**Above:** Expressair new website with live chat feature  
**Main:** Location photography

**Client:** Expressair  
**Sector:** Courier Services :: **Relationship:** Full Service Agency

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## Services Provided

- Graphic Design
- Marketing Support & Consultancy
- Branding & Visual Identity
- Web Design
- Web Development
- Copywriting
- Photography
- Web Hosting
- SEO & PPC Management

## Overview

Established over 30 years ago, Expressair specialises in urgent same-day and international delivery of parcels and documents by air. As specialists in their field, the company often assists with transporting essential documents and AOG (aircraft on ground) parts requiring complex documentation to fulfil country-specific regulatory requirements.

## Project Included

Austin Marketing began our relationship with Expressair back in 2012, when we redesigned and built their website. At the time we reviewed Expressair's branding, which resulted in a redesign of their logo and visual identity. Since then, we have continued to provide ongoing optimisation services and have recently redesigned their website for a second time, which is fully responsive for all devices.

The Expressair website is fully managed by Austin Marketing and we provide an online media advisory service to ensure that the company spend on directory advertising is qualified.



**Client:** Weybridge Dental Care  
**Sector:** Dental :: **Relationship:** Full Service Agency

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## Services Provided

- Branding
- Website Design and Development
- Web Hosting
- SEO
- Social Media

## Overview

Weybridge Dental Care is a privately owned dental practice operating in one of Surrey's premium post code areas. The practice, established in 2006, serves private patients in an area of high levels of competitive activity from other private practices.

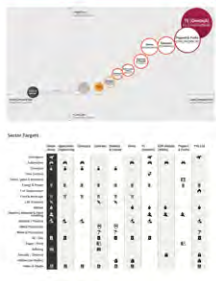
## Project Included

During the early part of 2016, we assisted the practice by designing an entirely new and fresh logo at the same time that the practice's website was rebuilt by their then incumbent website agency. Since this occurred, the site's ranking position was declining. As a result, the Practice Principal was concerned that the content, although technically correct, was not engaging and did not reflect their customer focused ethos. Additionally, the colour ways of the site and the imagery chosen gave an impersonal feel to site visitors.

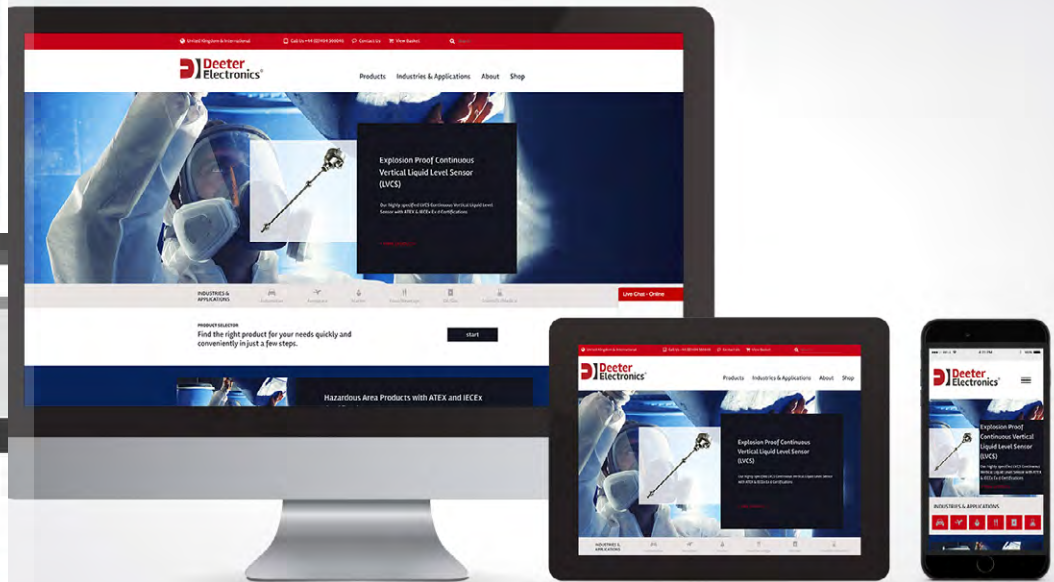
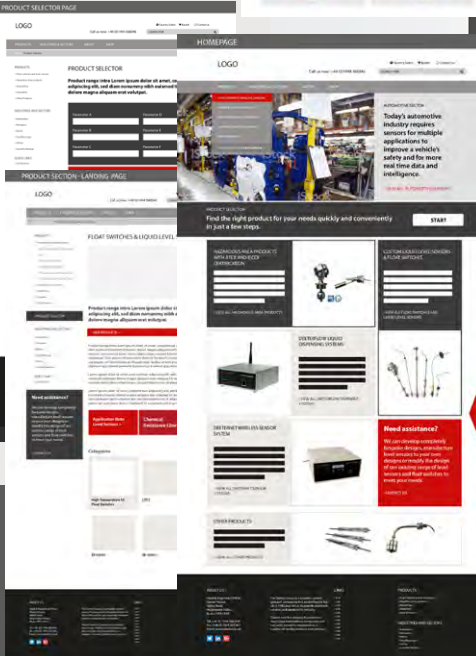
Austin Marketing was commissioned towards the latter part of 2017 to review the performance status of the site and then subsequently provide solutions to improve website activity and ranking. Our team reworked the site's colour ways to make it fresher and lighter, as well as attending the practice on several occasions to undertake photography to represent customer interactivity and engagement. Additionally, we revisited all of the existing text, ran keyword search result comparisons using Google Tools and optimised the text accordingly.

We are now working under contract to provide full website management, which includes monthly updates and optimisation, including link building and quartile marketing campaigns. Additionally, we have commenced management and content generation for Weybridge Dental Care's Social Media presence.





## Competitor Analysis



**Top:** Deeter competitor analysis document

**Main:** Deeter responsive website for multiple locations (UK/International and US/Canada)

**Left:** Deeter website wireframes (pre-concepts)

**Client:** Deeter Electronics

**Sector:** Engineering :: **Relationship:** Full Service Agency

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## Services Provided

- Marketing Strategy Development
- Logo Development and Branding
- Marketing Collateral
- Website Design and Development
- Web Hosting
- SEO & PPC Management
- Social Media

## Overview

Deeter Electronics designs, develops and produces electronic sensors, switches and controls, as well as instrumentation systems. They specialise in the design and manufacture of a large selection of float switches and level sensors suitable for applications across a broad range of industries, including specialist products for hazardous areas.

## Project Included

Austin Marketing initially worked with Deeter Electronics on the development of a marketing strategy to support the company's business plan, with the aim of building upon its strengths as a reliable and flexible business within its marketplace. The company was looking to grow by refocusing its efforts on the explosion proof sensing and custom sensor market.

The research for the marketing strategy we undertook required extensive research of the marketplace and telephone interviews with Deeter customers. With this completed, we produced a marketing strategy document to enable Deeter to more effectively communicate with and to target customers. Recommendations included the development of Deeter's branding and identity, alongside the creation of a more customer centric, user-friendly website with clear calls-to-action and content to enhance the company's brand proposition and personality.

Austin Marketing now maintain and manage Deeter's digital marketing activities, including SEO, social media and PPC.





**Top:** Jacksons exhibition stand for LIFTEX 2016  
**Above:** Jacksons video and video animations  
**Main:** Location photography  
**Side:** Jacksons internal and external newsletters

**Client:** Jackson Lifts

**Sector:** Manufacturing/Technology :: **Relationship:** Full Service Agency

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## Overview

Jackson Lifts is the largest UK independent lift, escalator and cradle maintenance provider. The company has a turnover of £50m plus and employs over 500 people. They have regional offices across the UK, and provide national coverage for all services they supply.

## Project Included

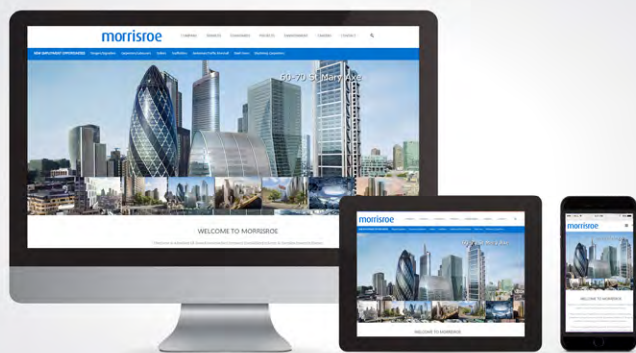
Our relationship with Jackson Lifts started in 2011, and we have maintained a project-by-project relationship with the company since that time. One of our first projects was to write content and provide photography for their website (built and managed internally).

We have designed, commissioned and overseen their exhibition stand build and subsequently managed the set-up and breakdown of their stands at two LIFTEX exhibitions at London's ExCel Centre. Along with this, we have produced corporate and marketing videos, animated presentations, brochures, site and studio photography and Jackson's two annual 20 plus page newsletters.

## Services Provided

- Marketing Support
- Graphic Design
- Copywriting
- Brochure & Catalogue Production
- Advertisement Design & Copy
- Editorial Copy
- Photography
- Videography
- Exhibition Graphics & Design





**Top:** Morrisroe website

**Above:** Location photography

**Main:** Brand guidelines and print design - general, residential and commercial case study brochures



**Client:** Morrisroe

**Sector:** Construction/Engineering :: **Relationship:** Full Service Agency

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# morrisroe

## Services Provided

- Marketing Support
- Graphic Design
- Copywriting
- Website Design & Build
- Full Website Management
- Daily and Weekly Management of the Morrisroe Website Careers Section
- Brochure & Case Study Production
- Photography
- Logo Development & Branding

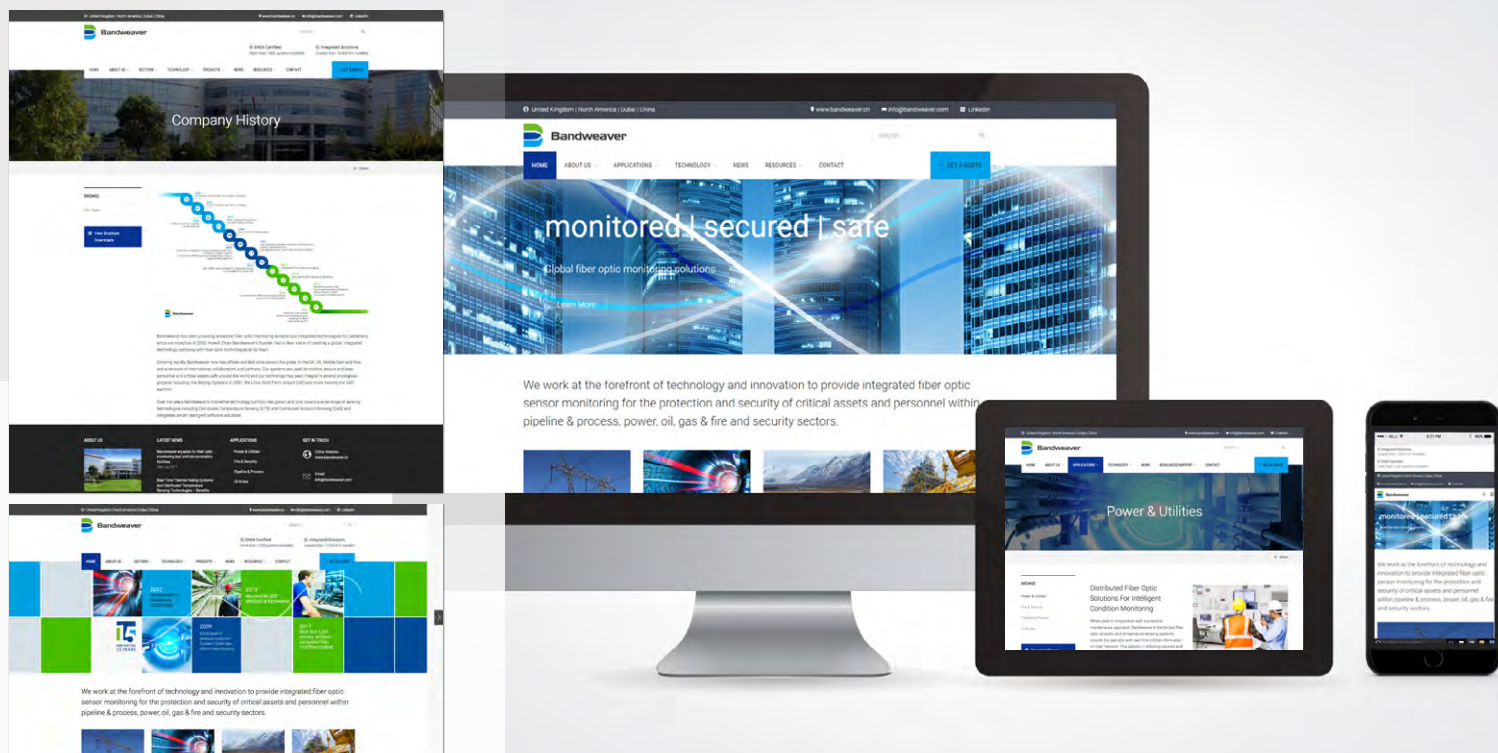
## Overview

Morrisroe is a leading UK based construction company specialising in large and complex concrete buildings covering a range of sectors. The company, with a turnover of £200m plus, routinely has 9 to 12 major construction projects underway at any one time. Morrisroe has been responsible for the high-rise construction of some of the City of London's premium constructions and residential tower blocks.

## Project Included

Austin Marketing's first project in 2010 was to design, generate the content for, build and populate a new website, along with a new logo. During 2013, we redesigned the site and created new content and populated it with new projects. We have subsequently undertaken monthly content maintenance and project updates that have included site photography. In 2015, we competed with other agencies for a full rebrand of the group business and won the contract.

Following on from this, during the latter part of 2016, we produced a new website, again generating new content, and now we manage and maintain a careers section which generates upwards of 50 employment applications a month.



**Main:** Bandweaver website  
**Above:** Bandweaver website with the 15 Years  
*Innovating* graphic elements  
**Main-Right:** Brochures, infographic elements and  
the brand guidelines manual

**Client: Bandweaver**

**Sector:** Manufacturing/Technology :: **Relationship:** Full Service Agency



**Bandweaver**

## Services Provided

- Content Generation
- Copywriting
- Graphic Design
- SEO & PPC Management
- Social Media
- Strategy
- Web Hosting
- Website Design and Development

## Overview

Bandweaver is a global business, providing integrated fiber optic sensor monitoring for the protection and security of critical assets and personnel within pipeline & process, power, oil, gas & fire and security sectors.

## Marketing Strategy

Austin Marketing has worked alongside Bandweaver since 2015, when it initially undertook the development of a global marketing plan as the company was looking to develop the brand outside of Asia. Together, we developed a positioning strategy and defined the brand, key messages and how to visually present the business.

## Branding and Identity

The Bandweaver brand manual was created to outline the thinking behind the Bandweaver brand - its vision, principles and application. The guidelines help the business to create materials true to their vision, strengthening its brand.

The guide is intended to be simple and flexible but to provide clear and unambiguous rules about how the brand should appear and behave. To deliver powerful brand messages that leave a positive and lasting impression, consistency across all communications is key.





*"The results have been fantastic. We have material that we are very proud of and which is consistent with a fast growing, high technology company like Bandweaver. We have gone from being a company which was little known outside of Asia to one of the leading names in the global marketplace. The enquires have grown more than 1000% over a 12 month period and we have a substantial pipeline of work which we can directly attribute to the work we have done together with Austin Marketing."* Richard Kluth, Managing Director

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## Marketing Collateral

When creating Bandweaver's marketing collateral it was important to ensure Bandweaver resonates and engages with its target customers. Austin Marketing developed a comprehensive suite of marketing materials, including a new international website, brochures, case studies, application notes and company presentation templates.

## Website Design and Build

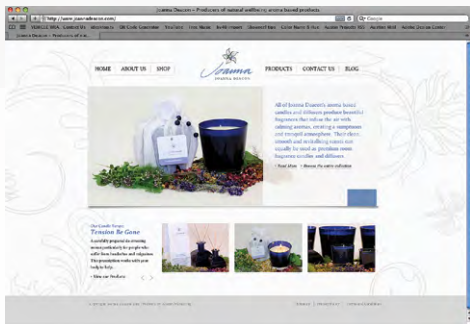
We created a new international site for Bandweaver, to act as a resource for clients looking for fiber optic sensing and data monitoring solutions. The website needed to reflect and build upon the brand position as a trusted partner within the fiber sensing marketplace, delivering a reliable and flexible, client-centric service.

The website provides visitors with validation that Bandweaver has the necessary expertise to support them. The website was designed and content was developed to engage the visitor and encourage interaction between Bandweaver and prospective clients, ultimately generating business.

## Search Engine Marketing

The difference between the size of the market in the real world and online can sometimes be significant. This was the case with Bandweaver, where a widescale global business can translate into a very niche online market, represented by long-standing stably ranking competition, with a limited number of specific and technical search phrases. After thorough keyword analysis and a review of the competition, our strategy focused on carefully structured content, to cover both the main and related topics, which allowed us to gain first page positions for a significant number of keywords within the new website's first year.

Austin Marketing undertakes monthly optimisation of the website, which includes on-page and off-page activities such as keyword research and trend monitoring, technical SEO (tags, meta titles, etc), backlinks and generation of new pages and fresh content. As a result, Bandweaver saw double-digit growth in visits month-on-month, and a significant increase in enquiries worldwide. The PPC Google AdWords campaign has enhanced the site's performance and enabled Bandweaver to capture attention even when competing against larger, more established brands.



**Main:** Studio photography  
**Above:** Website and branding studies  
**Right:** Product flyer  
**Bottom:** Packaging

**Client:** Joanna Deacon  
**Sector:** Lifestyle/Health :: **Relationship:** Full Service Agency

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## Services Provided

- Marketing Strategy
- Graphic Design
- Web Design
- Web Development
- Content Creation & Management
- Copywriting
- Product & Location Photography
- Print Production
- Packaging Development
- Delivery Fulfilment
- Social Media

## Overview

Naturopath and Herbalist, Joanna Deacon, approached Austin Marketing via a recommendation to assist with the production of an e-commerce website.

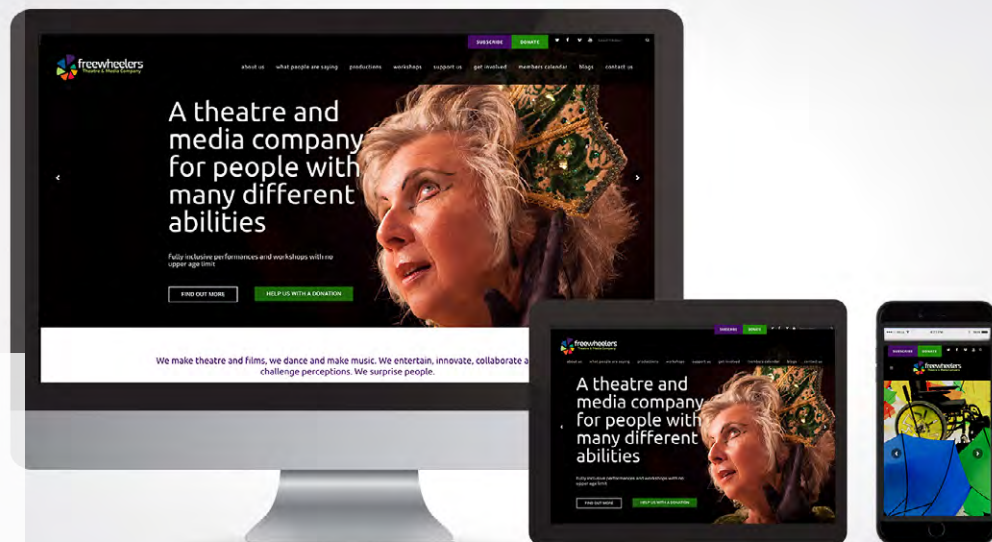
Quite early on during our discussions with Joanna, we were asked to review the branding proposals that had already been made, as Joanna wasn't entirely happy with the result. Shortly after the branding review, Austin Marketing was appointed to act as Joanna's Full Service Agency to help with branding, market positioning and the e-commerce website.

## Project Included

Apart from the typical duties of a Full Service Agency, we also helped with the selection, specification and colour of the bespoke glassware used for Joanna Deacon Candles and Diffusers. During the first six months of the business, we also helped by researching and setting up meetings with potential retailers.







**Main:** Freewheelers website  
**Above:** Event/workshop flyers and Showcase programme cover  
**Right:** Freewheelers brochures  
**Bottom:** Business cards

**Client:** Freewheelers Theatre & Media Company  
**Sector:** Theatre/Media :: **Relationship:** Full Service Agency

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## Services Provided

- Branding & Logo Development
- Marketing Support
- Graphic Design
- Copywriting
- Website Design & Build
- Full Website Management
- Sector Brochure Production
- Event Displays and Posters
- Animated Presentations
- SEO
- Print & Print Management
- PR

## Overview

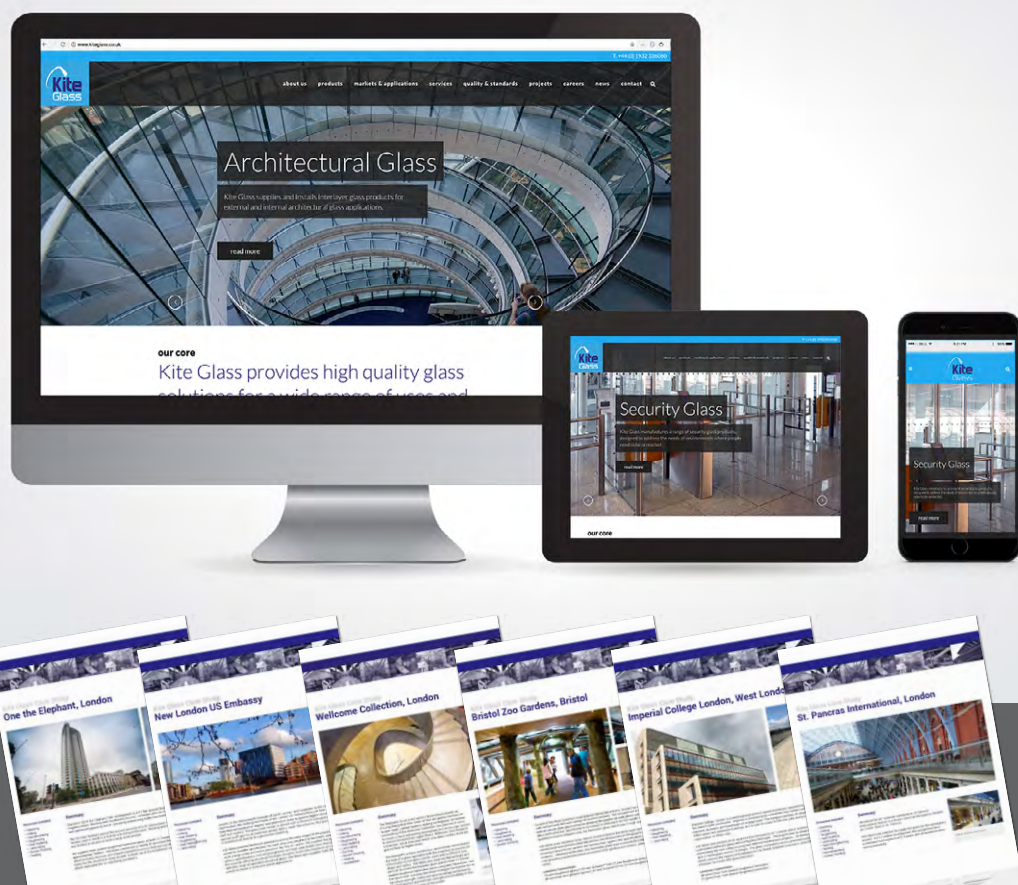
Freewheelers is a charitably run and award winning theatre, media and dance company, providing inclusive performance and engagement opportunities for disabled and non-disabled people for over 25 years. With an entirely new visual identity produced by Austin Marketing, 2016 was an important year for Freewheelers, who won a Queen's Award for Voluntary Service.

## Project Included

During the autumn of 2015, Austin Marketing volunteered our marketing services with the aim of elevating the visual presence to a level that matched the UK's leading theatre, dance and music charity for disabled and non-disabled people.

Over a period of six months, Austin Marketing produced and delivered a completely new and vibrant identity with all that accompanies a project of this kind. We have continued our relationship with Freewheelers and now provide studio support for upcoming events.





**Above:** Product testing videos and interview  
**Main:** Kiteglass new website  
**Right:** Kiteglass case studies

**Client:** Kiteglass  
**Sector:** Architectural Glass Manufacturer :: **Relationship:** Full Service Agency

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## Overview

Kite Glass is one of the UK's leading laminated glass suppliers, and the first in their sector to gain BS Standards accreditation for the products they manufacture. Hence the name Kite Glass, the original term used for BS Quality Standards. The company produces quality laminated glass for use in architectural, structural, security (blast and bullet resistance) installations that feature in some of the UK's highest profile buildings.

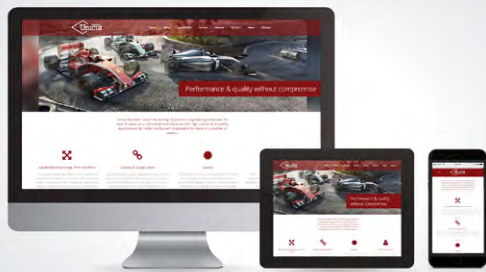
## Project Included

Initially commissioned to assist with a PR event in 2011, our relationship quickly grew to include a new website, photography, video producing and trade PR. The existing website, the third produced by Austin Marketing, was written by us and managed by our digital team. The photography used for the website was also taken by us, which has assisted with the production of multiple case studies.

## Services Provided

- Branding & Logo Development
- Marketing Strategy
- Graphic Design
- Photography
- Videography
- Copywriting
- PR
- Website Design/Build
- Content Origination
- SEO
- Social Media





**Top:** Unicut Precision's new website  
**Above:** Advertisement and business cards  
**Main:** Location photography

*"...really appreciate the hard work you and your team have put in. Everything looks great, really pleased with the overall result..."*  
 Jason Nicholson, Managing Director

**Client:** Unicut Precision

**Sector:** Engineering/Manufacturing :: **Relationship:** Full Service Agency

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## Services Provided

- Graphic Design
- Branding & Logo Development
- Website Design
- Website Development
- Website Hosting
- Ongoing Website Optimisation
- Copywriting
- Photography
- Videography & Video Post-production
- Print Production
- Exhibition Design
- Exhibition Stand Build

## Overview

Unicut Precision is a well-established and respected high volume CNC precision engineering business, manufacturing components for some of the leading, prestige automotive brands.

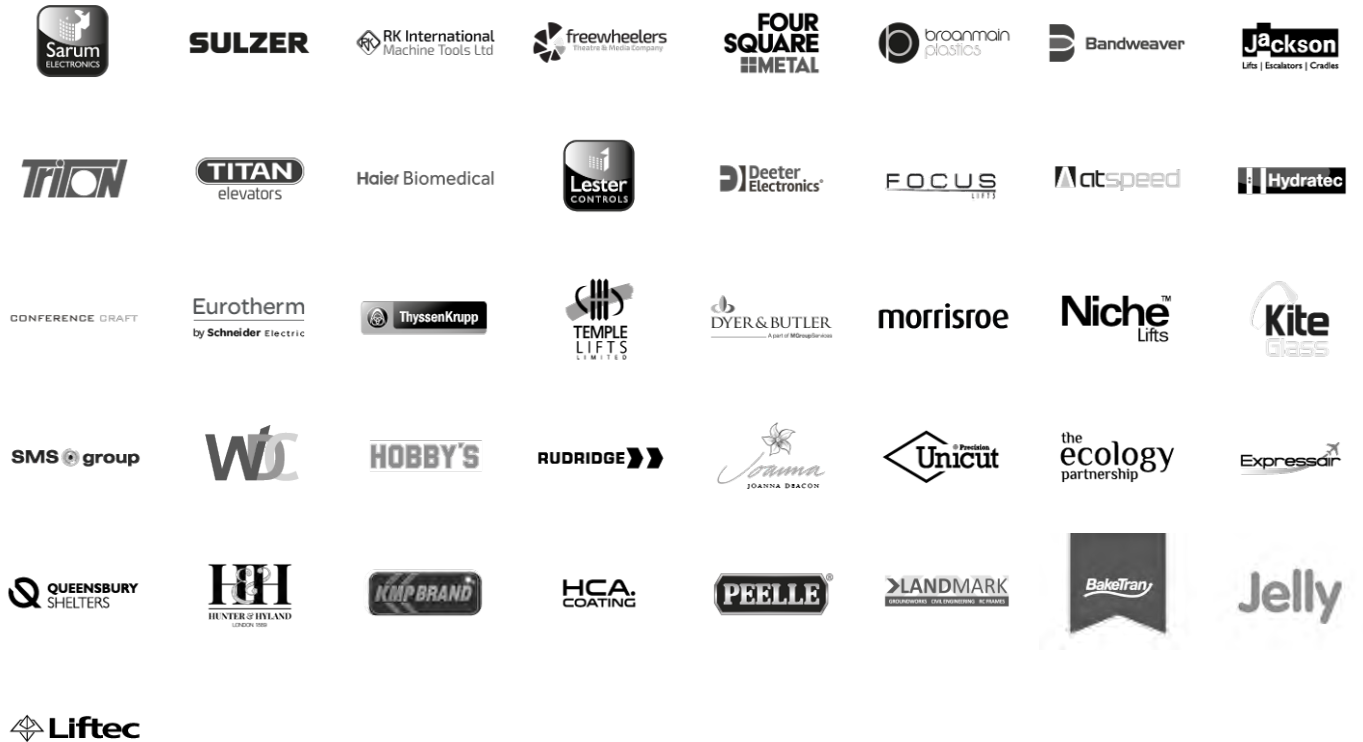
The company also provides Just-in-Time machined components for the defence, aerospace and food markets, with over 40% of their customer base being outside of the UK.

## Project Included

Austin Marketing was initially commissioned to produce and design a new website for the company. During our initial draft submission meetings, Unicut requested that Austin Marketing become the company's Full Service Agency.



## Clients:



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### Established in 1994

Austin Marketing is an established, independent marketing & design consultancy based close to London Heathrow in Addlestone, Surrey.

Although a relatively small team, we are highly experienced and proficient at working across many disciplines, providing a pragmatic and creative approach to good design and its associated communication media.

Our clients range from small start up businesses to multinational companies.

### Services available to you

Austin Marketing provides a range of services working closely as partners with every client that selects us to create a solution that delivers a unique result; regardless of the scale of the end product.

- Full Service Marketing
- Digital Marketing
- Branding
- SEM - Search Engine Marketing
- Web Design & Build
- Graphic Design
- Content Marketing
- Event Marketing
- Photography
- Videography

To find out more about Austin Marketing and how we help clients, please give us a call on **01932 847006** to arrange an introductory meeting or to discuss a project.