

16. BEST MID-RANGE BUDGET CAMPAIGN (£25K - £50K)



Elite Systems The People for Modular

Elite Systems needed an integrated marketing campaign to take to the next level in the burgeoning off-site construction market.

We devised a campaign that would exploit both the growth in the modular sector and the gaps left by the larger, more volume-dependent off-site manufacturers. The aim was to increase Elite's enquiries and entice talented people to join the company.

The ultimate goal was increasing sales to meet the larger capacity of Elite's expanded manufacturing facility, which is planned for 2018.

Our response included highly effective web design, SEO co-ordinated with strategic and creative PR, social media and content marketing.

The campaign propelled the company forwards, increasing Elite Systems' visibility on the web and presenting a brand that reflects the company's mastery of modular construction methods.

What's more, we overachieved in every aspect of the campaign, resulting in a 224% increase in enquiries, and outstanding projected sales.