

# Regional Integrated marketing

For Bottom Line Profitability

## The Organisation

Plumbers Corp. was born from an experienced Sydney based plumber who wanted to develop a branded business that delivered his ideals of professional on-time service and the ultimate care for the client and their property. The medium term view is to franchise the concept.

## The Idea

Plumbers Corp. required a corporate identity which graphically communicated the ideals of service above and beyond expectations every time. The look and feel needed to be clean and to stand out amongst the rabble of tradesmen and also the handful of franchised plumbing businesses operating in the Sydney suburbs targeted by Plumbers Corp. A suite of promotional material was also required to market the business.

## The Process

The client provided a brief on the overall concept. RIM developed a communication strategy document that defined:

- ♦ SWOT
- ♦ Competitive advantages & positioning
- ♦ Positioning statement
- ♦ Corporate look and feel
- ♦ The suite of marketing materials were developed which included logo, letterbox drop flyer & fridge magnet, van wrap, small space newspaper advertisements, uniform and a renovation brochure

## Hurdles

The Plumbers Corp team had excellent ideas, but like most small start-up businesses were short on budget. This meant a staged approach to the planning and implementation of the project.

Images for use in the promotional material were virtually non-existent or of very poor quality, giving us little material to work with.

There are several franchised tradesman services already in operation and this businesses needed to develop a unique competitive offer.

## Results

RIM sourced 'realistic' royalty-free images and utilised these in design to create a suite of highly polished material for a fraction of expected price.

The business was launched in July 2008 and has had a successful start with the client very happy with the response rates to date for the small space advertising and letterbox drops.



## Case Study

Corporate identity

Plumbers Corp



*The team at RIM were sensational to work with on our project – innovative, creative and efficient.*

*Our initial brief was scribbled across butchers paper from a restaurant. RIM quickly turned our "dinner scribble" into reality creating a theme and design which captured our dream.*

*We have continued to utilize the team at RIM. Their knowledge and suggestions have allowed us to invest our marketing dollars wisely.*

*We consider them a critical partner in business.*

*- Trish Shepherd*

