



Achieve a big market share on a small budget

An Integrated Business-to-Business Case Study

Client

M Marcus.

Market

Construction.

Objective

To take advantage of a change in legislation to increase market share.

Background

M Marcus are importers and distributors of architectural hardware.

In April '03, legislation changes meant total supplier chain accountability for panic hardware – the method of leaving public places in the event of an emergency. The Italian ISEO brand – the chosen partner for M Marcus – was the second in the UK to achieve the coveted CE mark for panic hardware - which shows that it complies with the European standards. The agency was asked to create a campaign to gain at least 5% market share in the first 12 months.

Strategy

- To challenge the supply chain.
- To support the sales team.
- To create a co-ordinated campaign with high visual stand out.

Creative platform

We knew that the market leader had a budget 10 times that of M Marcus and would position themselves as "spokespeople" for this sector. Our campaign had to work extremely hard and build awareness and profile very quickly.

We used the line: 'safety in numbers' with a visual approach of penguins!!


Tactics


- Sales force presenters.
- POS and POP for the distribution chain – unusual in this sector.
- Incentivisation via a "sales package bundle".
- Literature – a quick introduction and detailed technical information.
- Direct mail.
- On the page advertising – a launch followed by small repeats.
- Limited media relations.



SAFETY IN Numbers

EN 1125:1997 A1:2001
Panic Exit Hardware





The new ISEO IDEA push-bar is a simple, easy-to-fit, intuitive-to-use panic exit device. Intelligent component design makes for a super-efficient, stylish and high-value push-bar available in a variety of formats.


What's more, from April 2003, only products with EN1125:1997 A1:2001 will be suitable for fitting to emergency exits in public buildings. And supply chain accountability comes into force at the same time. So act now, and give your buyers and users the highest level of push-bar protection available: ISEO IDEA.

For your free brochure or more details, call us now on 01384 457900.

ISEO IDEA: panic over.

ISEO IDEA CE

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Certificate No. 35735

Result

Sales far exceeded expectations. Competitors complained to M Marcus about their aggressive marketing. Although initially against POS material, M Marcus saw how successful it was – with customers actually buying on the strength of it.

Want to know more? Call [Ella Cheeseman](#)

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