



Keeping a brand leader at the front

# An Integrated Business-to-Business Communications Case Study

## Client

Richard Lees Steel Decking.

## Market

Construction.

## Objective

To position Richard Lees Steel Decking as clear market leader and reduce the incidence of their main product being replaced in the construction process by cheaper and inferior substitutes.

## Background

Richard Lees Steel Decking produce a product called Holorib which is used as a generic name throughout the industry for steel decking.

As such, Holorib was being specified at design stage but then often replaced in construction.

The company had been involved with various parents, having been bought and sold a number of times in the past five years. Additionally, there was still confusion regarding the name – shared by a manufacturer of concrete products.

## Strategy

Agency recommended a co-ordinated campaign targeting specifiers, buyers, on site personnel and the owner/occupier, bringing together all communication strands with one visual and one strap line – “the difference is”.

## Tactics

- New corporate stationery.
- Press advertising.
- Literature.
- Direct mail.
- Exhibition support material.



# Result

2001 saw Richard Lees Steel Decking have their best year ever with more square metres of decking sold. Their market leading position was strengthened in terms of technical know-how and product development.

Want to know more? Call [Ella Cheeseman](mailto:ella@mccgp.co.uk)

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