

Invotek®

PARTITIONING SOLUTIONS

Invotek Partitioning Solutions design and manufacture a continually evolving family of office partitions and glass wall partitions that continue to meet the ever-changing requirements of office workplace environments - combining the best of modern materials with innovative design features. www.invotek.co.uk

Branding

Due to wide awareness of the partitioning brand of Poolerline Systems, the decision was taken to elevate Invotek to corporate brand status. We refined the brand design to enable a smooth transition, with sufficient flexibility for product branding, to consistently communicate through off and on-line media. Invotek now benefit from a strong corporate and product brand which differentiates them from their competition through direct association with a premier partitioning solution.

invotek® glasswall
invotek® strawboard
invotek® element

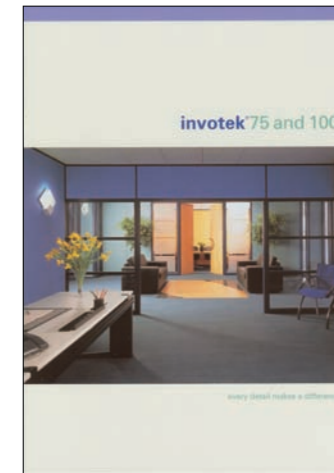
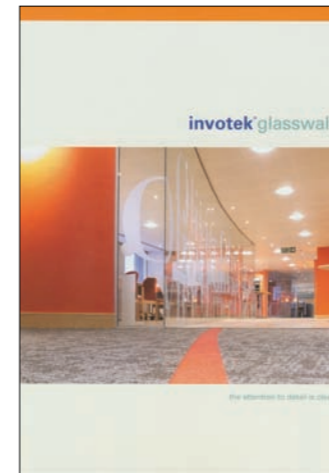
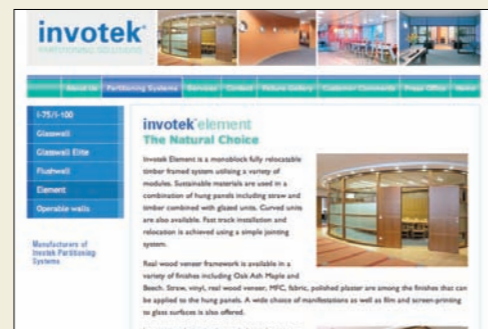
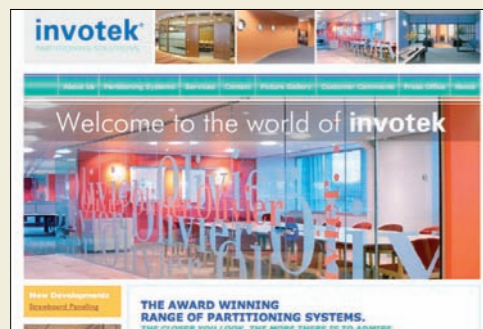
Advertising

Invotek's core proposition is the ability to design and develop bespoke, innovative partitioning solutions that precisely match the needs of the customer. We devised a creative concept, using horticultural imagery, to communicate this key message. This further differentiated the core offering in what is traditionally a 'product heavy' visual environment.



Web site development

Firstly we developed and agreed a new site map to ensure that the site structure was fit for purpose and in line with business objectives. The site was then designed to highlight the visual qualities of the partitioning solutions while remaining mindful of connection speeds and maintaining easy site navigation. We continually review and manage the site to ensure that the content is relevant and that the visitor enjoys a positive experience.



Creative design

A suite of product literature has been designed and developed to support the sales strategy. The product solution is very visual so it was important to ensure that the literature design allowed the product to come to the fore while maintaining consistency across the literature range to further strengthen and enhance brand recognition and awareness.

Direct marketing

A database framework and process was created to segment, capture, record, action and renew all customer and prospect data - enabling accurate targeting of key messages. For example, for the recent Invotek Strawboard launch, which is an



environmentally friendly alternative to plasterboard, the strategy included mailing an envelope of straw to a selected list to encourage visits to the trade show where the product was launched!

Exhibition Support

In addition to the pre-show mailing activity, sales literature was produced to support the launch and we also devised means by which we could further increase visitor traffic across the stand. The use of straw bales, contrasting with the otherwise 'glossy' product environment coupled with a promotional girl clad in a straw outfit distributing invitation cards, resulted in a significant number of enquiries and sales opportunities.



MARKETING IS EVERYTHING

Branding

Media Planning & Buying

Advertising

Web Development

Direct Marketing

e-Marketing

Creative Design

Public Relations

Exhibition Support

T MAKES THE DIFFERENCE