

marketing and communications



PTG001

Client

Pilkington's Tiles Group

Project Details

Marketing strategy and planning including tactical marketing communications. Created a successful re-positioning of the branding of the Pilkington's Tiles Group comprising all 4 divisions, Pilkington's Tiles, Quiligotti Terrazzo, Quligotti Access Flooring and Dorset-Woolliscroft.

Objectives

To create a consistent brand identity for the group aimed at bringing together each of the 4 individually well recognised sub brands under a new core group umbrella brand.

To re-position the Pilkington's Tiles Group as the leading "Total Solutions Provider" of commercial and domestic wall and floor coverings for the architect, specifier, contractor, housing developer, DIY multiple, merchant, installer, retailer and distributor.

Scope:

- Marketing strategy and planning
- New group brand logo
- 238 page group product catalogue
- Major advertising campaign across all sectors
- PR campaign in core trade media
- Product range introduction 45 new ranges
- Product merchandising point of sale
- 108sq.m stand at national exhibition
- Sales team support package



This is a detail of the design or content of the shown example of work.



Approach Taken

- Group marketing strategy and planning
- Research and review customer perceptions
- Design and positioning created for brand
- Present to management
- Create project plan and schedule
- Present to marketing and sales teams
- Brief external suppliers
- Brief internal graphics team
- Project management
- Sales lead management
- Regular reviews with sales management

Project Feedback

"The re-positioning of Pilkington's Tiles Group as a "Total Solutions Provider" led to significant gains in new business from a major international building contractor, the UK's leading DIY multiple, several national housing developers, as well as from key retail and distribution accounts".

Leo Aspden, Former Group Marketing Manager
Pilkington's Tiles Group



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reach

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