

Case Study

BAS Components

Sector: Engineering / Manufacturing

Market: Aerospace, Automotive, White Goods



Background

BAS is part of the UK engineering group the TT Group. Shere were appointed following a recommendation to them by a trade engineering publication.

Objectives

There was a requirement for a range of literature. The company also had no co-ordinated database of prospect information. Shere was asked to review the business plan stated objectives and devise a direct marketing approach to lead generation.

Solution

Further to a "SHERE Plan" review, our recommendations went wider than the initial brief because we uncovered opportunities not previously identified. Our wide ranging programme of work (since 1995) to create corporate communications has included Brand Positioning, a new Web Site, Multimedia, Public Relations, Literature, Direct Marketing, Advertising and Exhibitions.

Results

There have been many successful campaigns. Perhaps the most notable achievement has been the Web Site which, when it went on-line was the first e-commerce-enabled catalogue in the Aerospace sector in the UK. We named it 'BAS Express'. The database-driven element allows customers to specify, check stock and price breaks, then order and pay on-line for a large range of aerospace components. The site receives over 3,000 hits per week.

www.bas-components.co.uk

