

Case Study

BASF Coatings and Inks

Sector: Manufacturing

Market: Printing, Spray Painting and Coating



Background

German chemical giant BASF, one of the world's largest chemicals companies operates in many sectors. They own brands as well as market BASF proprietary products.

Objectives

The project objectives included communicating the capabilities and benefits of BASF newly acquired 'Fishburn' brand of ink to printers in the United Kingdom..

Solution

Our recommendation was to create a mailer pack. We researched all potential printing companies in the UK and produced a three-piece pack with incentives and sticker for a new branded 'Ink-link' information and response line.

Results

The results were impressive. An 11.5% response lead to 126 sales visits and over 7% conversion.

Client comment

"I would just like to send you and your team a thank you for the direct mail piece you did for us on our commercial inks side.

In view of the deadlines given, we were all very pleased how smoothly the project ran and we were overwhelmed by the response rate of over 10%.

Thank you once again for your assistance. I am confident that we will use your expertise for similar projects."

Barbara Trznadel

Marketing Manager