

Case Study

Besam Ltd

Sector: Built Environment - Engineering & Manufacturing

Market: Architects, Specifiers, Building Managers



Background

Swedish owned, world leaders in technologically advanced automatic door systems and door operators, Besam also service automatic doors on a planned basis.

Objectives

The United Kingdom sales team needed a flow of new business leads. Shere concluded that this required full service assistance including consultancy, brand development, public relations, direct marketing, advertising and literature.

Solution

We initiated a highly successful brand-building programme of integrated activity:

Public Relations

A long-term strategic programme to build the Besam brand in the UK and also deliver sales leads through placement of product stories in specific publications.

Direct Marketing

Market sector focused mailings with incentive schemes that generate sales enquiries.

Product card programme by horizontal and vertical sectors.

Advertising

Brand building campaign with market sector focus - within leading national trade publications.

Exhibitions

Following revisions to the corporate identity by Besam's Swedish parent, we updated and improved the existing stand, achieving a total makeover in the new identity and extending the system to provide an interchangeable display.

Results

2,000 quality sales enquiries each year.





Client comment

“My association with Shere dates back to 1992. As Marketing Manager for Besam Automatic Door Systems, I appointed Shere to manage our media relations programme. Shere also provided marketing consultancy, leading to a comprehensive programme of direct marketing aimed at architects and developers as well as key specifiers in our target market sectors including retail, commercial, healthcare and the public sector. To support this programme, Shere created new marketing materials including an innovative specifier information catalogue and new creative concepts for advertising based on a testimonial style approach.....

.....I consider Shere to be effective, offering good value whilst providing the necessary level of expertise and knowledge in the business to business environment. I have no hesitation in recommending Shere to other companies wishing to use a specialist B2B marketing agency.”

Jonathan Nobbs
Marketing Manager