

Case Study

Dalkia Plc

Sector: Engineering, Built Environment, Energy

Market: Building, Facilities Management



Background

French owned Dalkia plc are a leading provider of energy management, building services maintenance and FM services.

Objectives

When first appointed Shere worked for Ellis Tylin Ltd, a building services provider, to help drive their entire United Kingdom marketing programme. When they were acquired and merged into the Dalkia organisation we were asked to assist with the communications to both the internal and external audiences.

Later we began to work for three other Dalkia companies, assisting with internal comms and branding activities.

Through long-term work with group companies we were appointed to produce the corporate positioning brochure and Annual Report and Accounts for the group.

Solution

Brand development and communications work has included:

Public Relations

Comprehensive public relations programme.

Strategic Marketing

Consultancy and communications activity through re-branding.

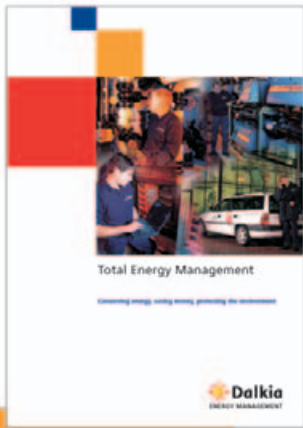
Personalised direct marketing

To customers, the internal audience and prospects.

Collateral

Development of a wide range of newsletters, case studies, information sheets, market sector brochures, exhibition materials - all within modest and tightly controlled cost structure.





Results

Consistent trade press coverage, buy-in to the acquisition from internal audience, successful re-branding and a new impetus to all marketing. Dalkia goes from strength to strength as a recognised leader in the market.



Client comment

“As the dust settles and we approach the coming year having completed what was the greater part of the work associated with this process I am now able to relax a little and reflect upon the experience with a quieter mind. In doing so, it is overwhelmingly apparent that without Shere's dedication, creative support and remarkable ability to meet what were seemingly impossible targets, we could not have achieved our goals.

In a world where a quality service delivered with genuine commitment is all too often an expensive optional extra it is a pleasure to encounter a company who actually practice-what-they-preach in terms of customer service and added value. Accordingly I would offer my sincere thanks for the excellent work that you have undertaken during the re-branding process and add that I would not hesitate to recommend Shere to any of your potential new clients.”

Christopher Buxton

Sales & Marketing Director