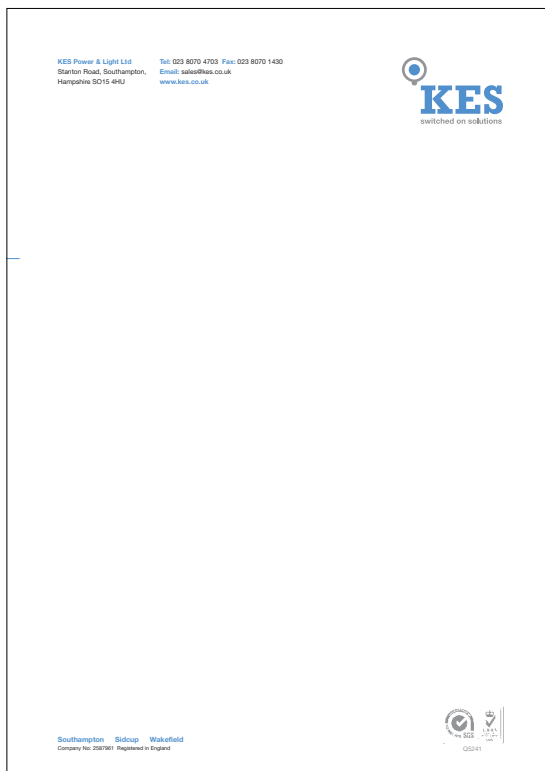


# Case Study

## KES

**Sector:** Electrical Equipment

**Market:** Innovative, safe, proven solutions to power and lighting supply in such sectors as construction, outdoor events, shipping and railways.



### Background

KES is a leading British supplier of power and electrical equipment, providing a fast, friendly and efficient service to customers throughout world - everything from industrial plugs & sockets and festoon lighting to custom-designed distribution installations and transformers.

### Objectives

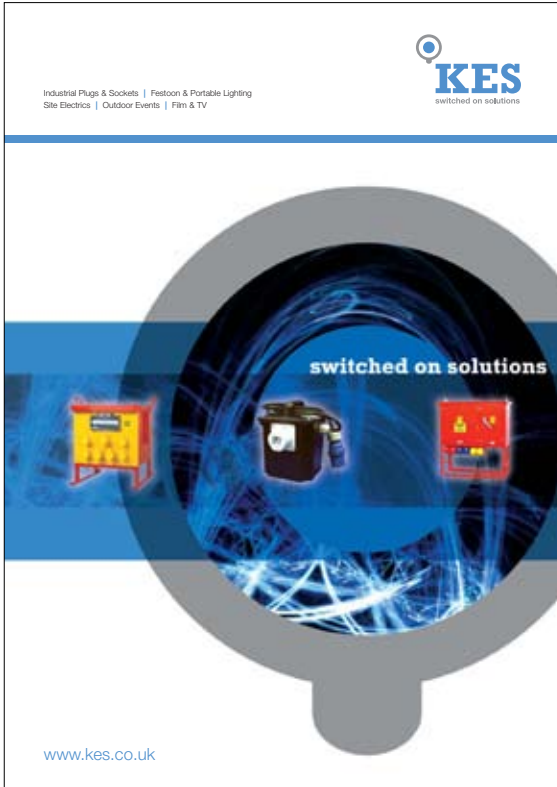
After a launch workshop detailing the existing marcomms needs of KES, the following plan was laid out:

- To update the Corporate Identity of KES.
- To initiate website development and implement an e-commerce programme.
- Review sales activity, collateral and processes.
- Develop Promotion of PCE product range.

### Solution

It was decided that high-priority issues should be actioned immediately. All future sales & marketing activity would follow accordingly, thus delivering the best Return On Investment.

Shere set out to produce a modern and dynamic business identity to present to the market place, refreshing KES' corporate and brand messaging. This was supported by a new web site to enable customers and prospects to easily view the comprehensive KES product and service offering, as well as a series of product press releases to targeted trade media.



### Results

From business cards, promotional literature and the product catalogue to a clear, easy-to-navigate website, KES have reinvented themselves for the 21st century. The sales and brand message is obvious and there is commonality and consistency across the whole marketing portfolio.

### Client comment

“We appointed Shere Marketing to review our marketing effectiveness. They recommended a revitalisation of our brand, a far more dynamic online presence, a new look and layout for our catalogue. We are well under way with the process and our new branding has certainly been very well received externally and by our sales team. We have a partnership-style working relationship with the team at Shere – they are professional and great to work with.”

**Brian Hamilton**

Joint Managing Director

