



# Case Study

## ‘Slurpps’

**Sector:** Vending

**Market:** Company's of 30+ employees

### Background

General Vending, one of the oldest and best known suppliers of vending machines and consumables, wished to establish a new division.

### Objectives

In 2001 the company decided to set-up a new division to capitalise on the growth in popularity of desktop drinks vending machines.

There's brief has been to create a memorable new brand identity, marketing strategy and communications programme.

### Solution

SHERE recommended and established an in-house telemarketing department for the company. We conducted a brand development exercise and thereafter produced literature and trained the telemarketing team to fulfil their own sales support requirements.

### Results

The Slurpps brand was launched on schedule and the company went on to trade independently without the need to rely on outside assistance.

