

# Case Study

## Tuffin Ferraby and Taylor

**Sector:** Built Environment

**Market:** Developers, Property Owners, Construction



### Background

UK top ten firm of Chartered Surveyors and Architects

### Objectives

Tuffin Ferraby and Taylor (TFT) needed a supplier that could provide a co-ordinated and innovative approach to the production of a range of marketing materials.

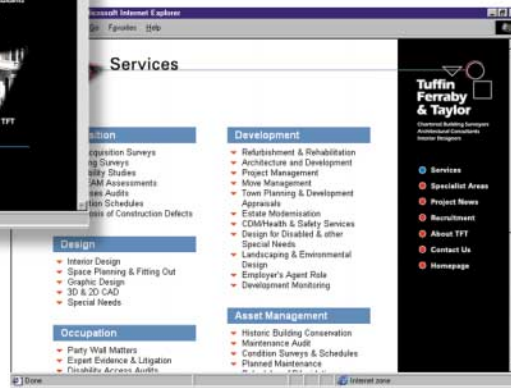
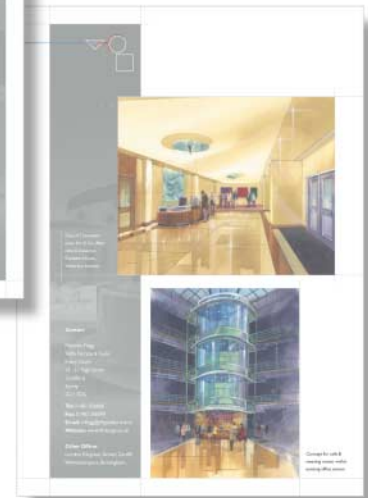
### Solution

Work since 1992 has included the production of a complete range of marketing literature, both in hard and soft copy versions. A new web site, [www.tftsurveyors.co.uk](http://www.tftsurveyors.co.uk), many issues of their customer newsletter and advertising

### Results

The company has been able to rely on accurate and co-ordinated production of materials, alongside a "brand management" approach that led to a far more consistent identity. TFT has seen strong growth since it began working with Shere.





## Client comment

"We first began working with Shere in the early 90's. They brought a fresh approach to our extensive portfolio of literature. Today they continue working on projects for us - such as complex newsletters that are part of the marketing mix which promote the practice's profile.

Shere also worked with our staff to develop our web site, which won the 'Association of Chartered Building Surveyors' award "Best Web Site - in the medium to large practices section".

A recent project has been the development of promotional information sheets for the interior design side of our business. The sheets have been produced as digital artwork in two different formats, enabling us to send them electronically to clients as PDF files or in the traditional printed form. I am happy to recommend Shere to other businesses."

## Chris Keates

Partner