

Case Study

Wilson and Scott

Sector: Manufacturing, Contractors

Market: Local Authorities, Construction



Background

One of the UK's largest independent specialist road and safety marking contractors and manufacturers of associated marking products.

Objectives

New product launch of technically superior water based road and surface marking material.

Target audience includes local authorities, main building contractors, government departments, transport, car parking, public safety organisations, business and leisure premises and commercial companies.

Solution

A personalised fax back mailer targeted to 350 specific people, plus a product brochure and applications facts and figures specification data book were developed.

Results

Achieved a 28% response (98 enquiries) that were mailed with additional literature and followed through with a sales call. At this time contract negotiations are underway on several significant contracts and a contract for platform marking at the 26 stations on the new Birmingham Metro has been secured.