

brandgraphica™

Task

Client

Robert Bosch Group
(Manufacturer of Power Tools - Bosch Blue power tools for professional users)

Project

Lead generation:
On-Site Xtra

Programme

Sales literature - quarterly broadsheet
A5 postcard data capture
Vehicle livery

Description

When Bosch Blue wanted to generate leads on site to pass on to its dealer network, Brandgraphica came up with the concept of a specially branded vehicle that would be hard to miss. Our concept involved taking a Bosch van, customising it with the On-Site Xtra branding and then creating an image library of the van on-site to be used throughout their marketing collateral. Namely, a broadsheet detailing single and multiple savings and a postcard device for data capture. The postcards were allocated to dealers to follow up and make the sales.

Results

The promotion proved very successful and four further vehicles were wrapped with the same livery design to increase the scope of the operation.

Client Quote

"It is working really well for us, As soon as the van pulls up they're down to meet us straight away!"

Marketing Manager,
Bosch UK

building brands *on-site*

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