

brandgraphica™

Task

Client

BSI Product Services
(British Standards Institution - Global)
BSI Product Services has the capability to test a huge variety of products such as construction, fire safety, electrical and medical devices and identifies technical requirements for testing and certification worldwide.

Project

Kitemark™ Services - Ideal Home exhibition leaflet

Description

Following the successful B2B launch of several Kitemark™ Service Schemes BSI Product Services commissioned Brandgraphica to create the first consumer communication to generate awareness and stimulate interest.

The Daily Mail Ideal Home Exhibition was the perfect event to draw attention to the schemes for window installers, electrical installers, removals and garage services. The leaflet we created was inserted into the 'Goody bag' that each visitor received. The leaflet informed consumers of how they could better protect themselves - the benefits of the scheme and encouraged them to visit a website that contained a directory of all registered service providers. We used soft inviting photography in combination with the client's 'Swing Tags' and '3D Energinise' platforms.

Results

Over 200,000 impressions made!

Client Quote

"I think it's great - and in such a short time too."

Product Manager
BSI Product Services

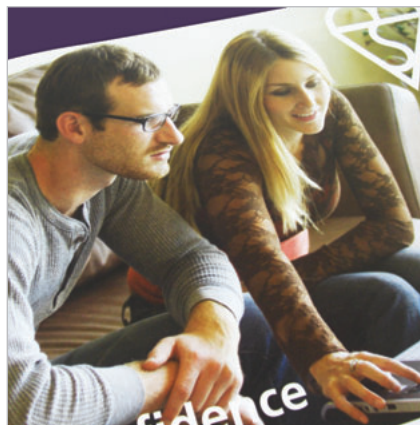
energise working *B2B and B2C*

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Brandgraphica today

Brandgraphica Limited
Harley House
Brooklands Park
Crowborough
East Sussex TN6 2JD

T +44(0)1892 665504
F +44(0)1892 654805
brandgraphica.co.uk

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