

brandgraphica™

Task

Client

Robert Bosch Group
RotoZip® (professional power tool - unique spiral saw system for tilers)

Project

Sales brochure

Description

RotoZip® asked Brandgraphica to together its first UK sales piece. At the time, no brand guidelines, artwork, photography or illustrations were available from their Head Office in Holland. So the UK marketing team asked us to arrange a shoot on a local construction site, rather than wait for elements to be supplied and be open to possible delay. 48 hours later the brochure was put together and in print and distribution 24 hours after that. Also completed at the same time was a 'Job Done' promotional scratch card.

Results

The promotion was well received and very popular with the customers who were accustomed to having such concepts available only in builder's merchants and tool shops.

Client Quote

"Quick and accurate turnaround, no drama and good fun on the shoot!"

European Marketing Manager
RotoZip®



when it's urgent
you can *rely* on task

Get the full story, talk to
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