

# brandgraphica™

## Task

### Client

Keyline is part of the Travis Perkins Group. It is a major specialist merchant supplying heavy building materials, civils and drainage solutions to the construction industry throughout the UK. Keyline is known for its knowledgeable, friendly staff.

### Project

Key Lines Newsletter

### Description

Keyline wanted to develop their relationship with their customers and the Key Lines Newsletter was the ideal means to do so, encouraging their customers' feedback whilst providing informative and inspirational articles on topics such as Health and Safety and changes in regulations. Brandgraphica writes and designs the working content guides, as issued by Keyline. We conduct interviews on their behalf and we are constantly developing the list of contributors. We now design in-branch distribution display materials and we create bespoke postal outers for each issue as well.

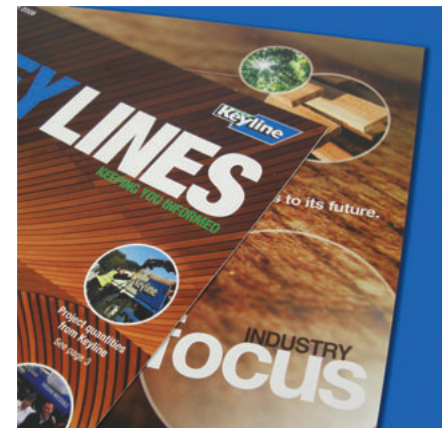
### Results

Following the success of Keylines, Brandgraphica has been appointed to manage, design, write and produce one further publication within the Travis Perkins Group.

### Client Quote

"We're delighted with the new Keylines. Feedback on the new look Keylines has been very positive from both customers and staff"

Marketing Manager  
Travis Perkins Group



Get the full story, talk to  
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