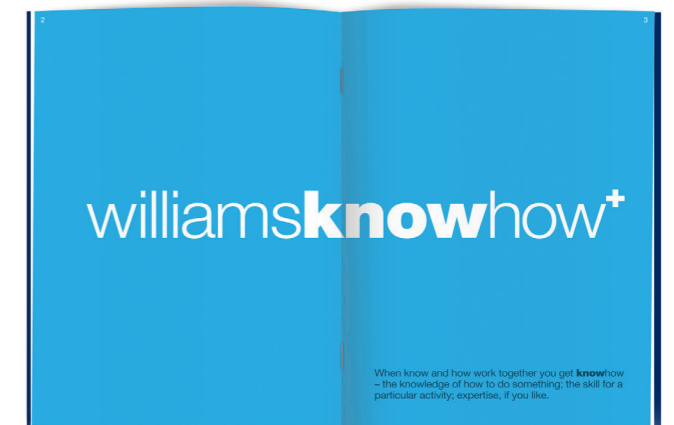
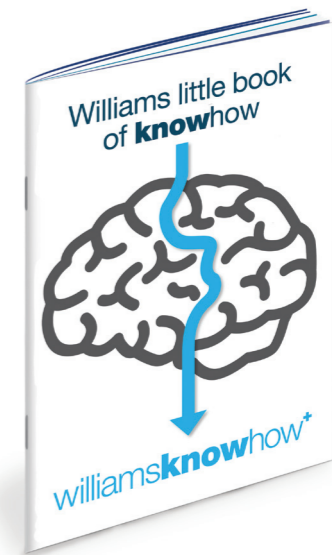


From another supplier to preferred partner

360°



Williams Medical Partner brand creation

Background

Williams Medical Supplies is a leading provider of medical supplies and services to the UK's GP surgeries. We won the pitch by demonstrating how our brand expertise and creativity could grow their business and were briefed to communicate their medical expertise to attract new customers and to become a trusted partner with existing accounts.

What we did

Williams has an unrivalled level of expertise in medical supplies, from the warehouse to sales, supported by an exceptional customer service telephone support team.

We called this 'Williams Knowhow' and encapsulated this expression in their messaging to provide stand-out communication and demonstrate their expertise, experience and partnership culture - inside the business and out - as well as a clear leadership position in a very 'me-too' market.

Did it work?

The 'Knowhow' concept differentiates Williams from their competitors. The strength of the new message and advertising material has resulted in a 30% read-through rate and 5% click-through rate for their e-mail campaigns, way above industry average. Their "Diagnostics" campaign was tracked and clearly demonstrated immediate sales increases.

Brand identity
Design
Internal communications
Consumer communications
www.wms.co.uk