

A white outline of a briefcase with a handle, centered on a dark gray background. The text is contained within the briefcase's body.

***The business  
case for brand™***

**thehouse**

The brand agency that builds business

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***The House is here  
to help transform  
good businesses  
into great ones***

*We do this using  
the power of brand  
(what people say  
and feel about your  
product or service).*



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***We say power  
because over  
the past 15 years  
we have seen our  
brand work do  
the following:***

Triple digit **growth**

Turn business threats into a **growth opportunity**

Deliver **sales increases** from day 1 of a campaign

Take a yesterday brand and make it **relevant**  
again today (and tomorrow)

Secure **market leadership**

**Grow sales** by alienating half the audience

Take two cultures and make a **single happy one**

Smash email marketing **response rates**

**Drive** membership

**Change** drinking habits

**Increase** charitable donations during a recession

**Raise awareness** of conservation

67% **sales increases** year on year for 3 years

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## ***Kitchen Devils***

As a direct result of our work, Kitchen Devils is now the most successful branded knife in ASDA. Kitchen Devils delivered a sales increase of triple digit growth in the first year following the revised strategy. The brand continues to grow with a 67% increase in volume since 2009.

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- Brand strategy

*Full case study*

**Generate triple digit sales growth**





## Williams Medical

Our 'Knowhow' concept differentiated 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 from day 1.

- Brand identity
- Design
- Internal communications
- Consumer communications

*Full case study*



**Deliver sales increases**  
from day 1 of a campaign



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## **Executive Foundation**

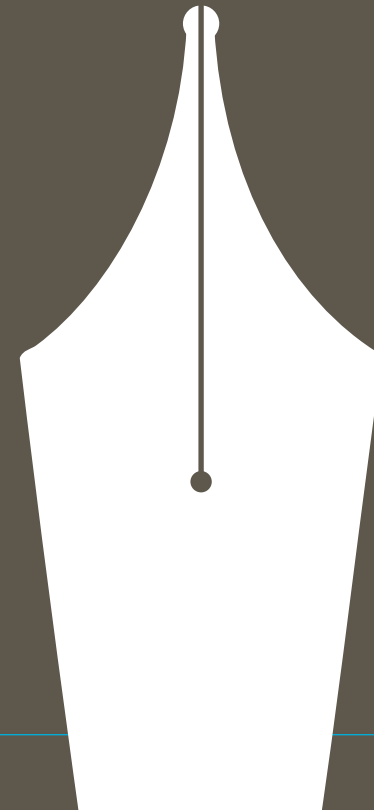
Executive Foundation is a forum designed specifically for business leaders. Their offer is very clear and, like all good business it communicates in a simple, direct manner. Since our brand identity creation, Executive Foundation has grown its membership numbers with CEO's, MDs and senior managers attending Platinum, Gold, Diamond and (the newly created) Ruby forums.

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- Brand strategy
- Brand identity
- Design
- Consumer communications

*[Full case study](#)*

# Drive membership



# Fiskars

We were appointed by the Fiskars' team to help manage the multi-million brand migration from Wilkinson Sword to Fiskars garden tools. 3 years on Fiskars is now the selected premium hand tool brand for B&Q; extending distribution to include Dobbies and Tesco. The brand has gone on to dominate the 'better and best' range in an increasing number of major garden specialists.

- Business strategy
- Internal communications
- Marketing
- Consumer communications
- PR
- Web and digital

[Full case study](#)

**FISKARS**

*Turning a business threat*

*into an opportunity*



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## ACCA

We created a brand advertising concept to re-establish ACCA's market leading position. The campaign played a key role in the successful repositioning of ACCA as the global number one. 4 years on our work continues to provide direction, the UK Marketing Manager uses our work to keep the organisation on track.

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- Brand strategy
- Consumer communications

*Full case study*

# PROVIDING DIRECTION



ACCA

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## Calbarrie

A specialist electrical testing firm, Calbarrie had recently acquired a competitor and wanted to bring the two companies together to form one unified business. We identified and reinforced the shared values and culture of both businesses. We then developed a new identity, tone of voice and communication material that promoted the benefit of bringing the two companies together for customers and employees.

- Brand strategy
- Brand identity
- Design
- Consumer communications
- Internal communications



Calbarrie

THE POWER TO PROTECT

*Take two  
cultures and  
make a  
single happy one*

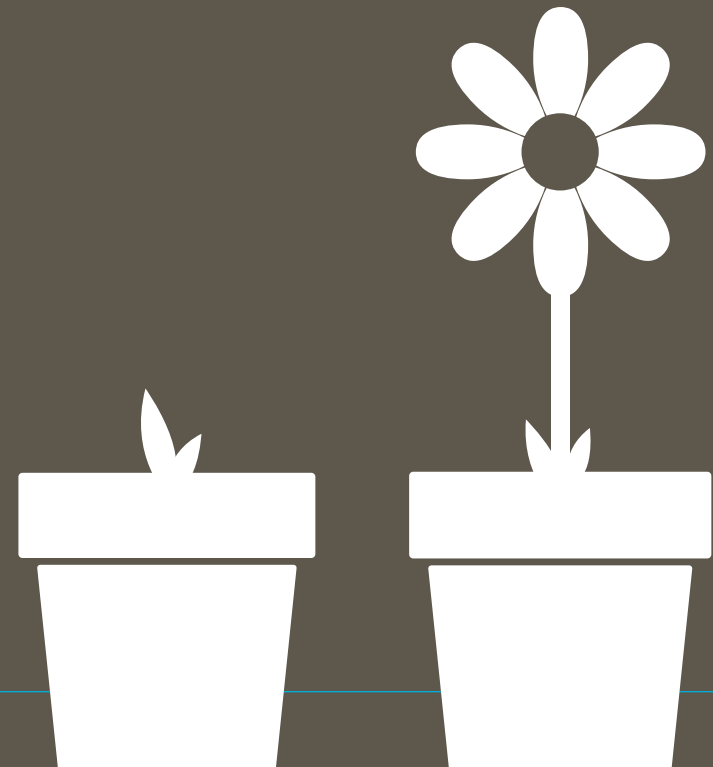
## Sankey

We were tasked with a root and branch reappraisal of the Sankey brand and business offer. As a direct outcome of our work the Sankey team have rationalised or modernised products that were slow moving or low margin. Conversely, they have developed new ranges to capitalise on the upsurge of interest in the grow-your-own category.

- Brand strategy
- Brand identity
- Design
- Consumer communications
- Internal communications
- Trade communications

**SANKEY**  
GARDEN PRODUCTS

Take a yesterday  
brand and  
**make it relevant**  
again today  
(and tomorrow)



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## Touchstone

We have been working with Touchstone for 5 years now and throughout that period we have created a number of training, talent development and internal communication programmes designed to keep the company happy on the inside. The real business benefit of our work is that we have helped to keep the talent in the Touchstone team and, as a direct consequence, seen a significant drop in the amount spent on recruitment advertising and consultants.

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- Brand strategy
  - Brand identity
  - Design
  - Consumer communications
  - Internal communications
  - Internal culture

Keeping  
the talent  in  
the team 

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TOUCHSTONE

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# Keystone Environmental

With the aim of building brand awareness amongst Keystone's target audience and winning more business, we developed a new business strategy, brand identity and all marketing collateral. Keystone now have a brand that they can be proud of and confident with going forward.

- Business strategy
- Brand strategy
- Brand identity
- Marketing
- Design

*Full case study*

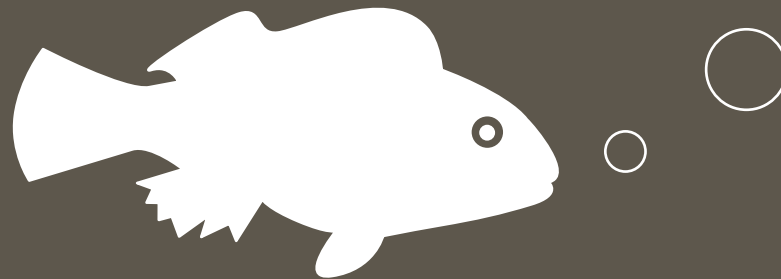


## SEALIFE

Designed to inspire, our 'Sea Happy' brand encourages visitors to get actively involved in marine conservation, from an on-line support programme for Turtle Conservation to 'Bags for Life' and creature adoption. The consumer feedback scores from London Aquarium have shown an increase in understanding and recognition of the SEA LIFE Conservation agenda – mission accomplished.

- Business strategy
- Brand strategy
- Brand identity
- Design
- Consumer communications

*Full case study*



**Raise  
awareness  
of conservation**

# Julian House

As a result of our brand work, everyone involved with Julian House now fully understands the wider remit of the charity. They can be more confident in who they are and what they do. The 2010 Christmas fundraising campaign was a huge success, raising over 12% more than the previous year.

- Brand strategy
- Brand identity
- Design
- Internal communications
- Consumer communications
- Web and digital

*Full case study*



**Increase charitable donations** during a recession

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***If you want  
help transforming  
your business,  
give us a call***

**Call** 01225 780000  
*and ask for Graham Massey  
or Steven Fuller*

**Or email**  
*ideas@thehouse.co.uk*

[www.thehouse.co.uk](http://www.thehouse.co.uk)

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