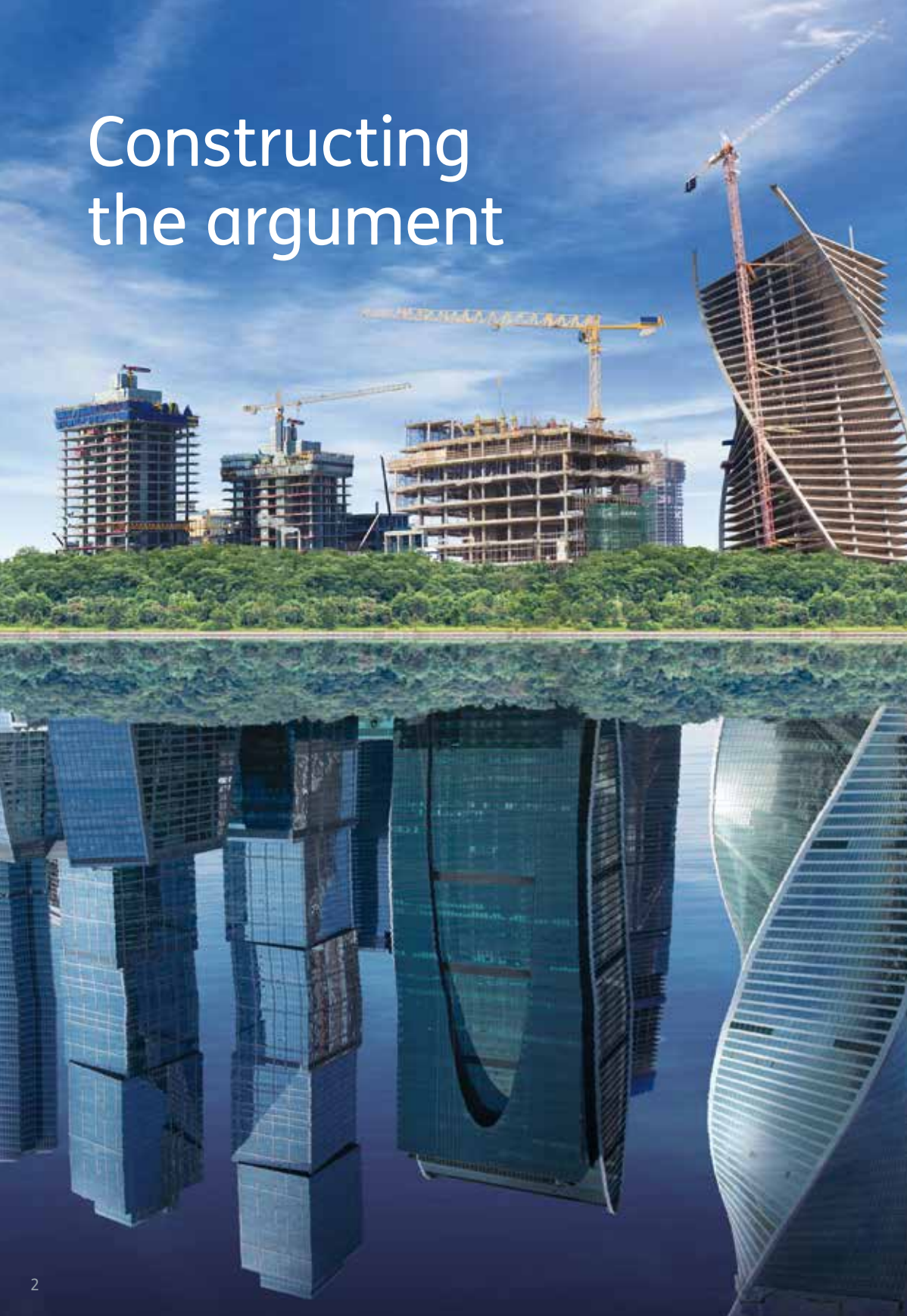


Why we hit the nail on the head for clients
in construction and DIY

factor³

ADVERTISING | BRANDING | DESIGN | DIGITAL

Constructing the argument



ADVERTISING | BRANDING | DESIGN | DIGITAL

Every market has its foibles. Whether you're in tech, finance or, in this case, the worlds of construction and DIY, every sector we work in as an integrated creative agency has a language, regulations, rules and structure all its own.

We know the triggers for architects, specifiers and installers differ, we know the value of compliance, regulation and quality assurance whether ISO, BSI, CE or BBA, the importance of BREEAM scores and sustainability, the role of the merchants and sheds, the challenges of specification switching, of CPDs, risk mitigation, BIM, trade bodies and more.

Being at home in this world, your world, enables us to understand better, respond faster, create work that is right first time and generally not miss a trick. Whether you need us to be architects of a brand strategy, to specify and build a website, develop a content or SEO plan, design an exhibition stand or labour over advertising, POS or data sheets, we have the experience and expertise to make your life easier and your marketing more effective.

Experience tells us that case studies are often the best way to convince customers that these kind of promises have concrete foundations – so that's what is coming up next.



Firm

foundations



Let's not beat about the bush – this is a new business gambit. We're pitching this because we believe it could profit us both. Proud as we are to have built partnerships with the firms here, we want to build more.

Whether you're a national brand on the shelf of a DIY shed, a service provider to the sector, a merchant, a manufacturer of some essential component or innovative widget, or you're a yet-to-be new entrant, we have the skills and resources to help you succeed.

We work with the world's leading plastic pipe manufacturer, with FTSE 250 companies, with many industry leaders but also with SMEs, emerging brands and local companies.

We are dedicated, professional, creative and strive manfully (and womanfully) to make the whole process enjoyable, through our agency proposition 'winning made more fun' – a promise explained in a little more detail on the back cover.

3

Building partnerships

The case studies which follow are by no means exhaustive, but we hope they demonstrate what we are capable of, the breadth of channels we work across, and how our services could help to tell your story with intelligence, creativity and cut-through.



Bringing
structures
to life

WEBSITE & PDF BROCHURE BUILDER



21 countries, 20 different products, more than 80 projects, a mix of systems, a range of services and over 60 years of expertise were the complex ingredients RMD came to us with to blend into a new website.

We started where we always start – with the brand proposition – and built a compelling story and a deeply engaging yet simple-to-navigate website around the idea of ‘Bringing structures to life’.

This enabled us to hero the stunning buildings around the world that RMD products enable, rather than the literal nuts and bolts of their falsework, formwork and shoring solutions.



BROCHURE



MERCHANT POS



PRODUCT GUIDE COVER

A 3-hour briefing, from the product and marketing team, was followed by a trip north to their quarry to see this amazing product being created for ourselves. With a little 'digging' it turned out that while, on the surface, clay was heavier and more costly, below ground it was superior in every way – stronger, more durable, more sustainable, more resistant and, over time, more economical. And all because in a unique process it is literally 'Fired to Perfection'. That became our strapline and the springboard for a striking visual analogy which helped the campaign achieve immediate sales success – an ROI of 13:1 and an industry award for our client.



PRESS ADVERT



EXHIBITION STAND





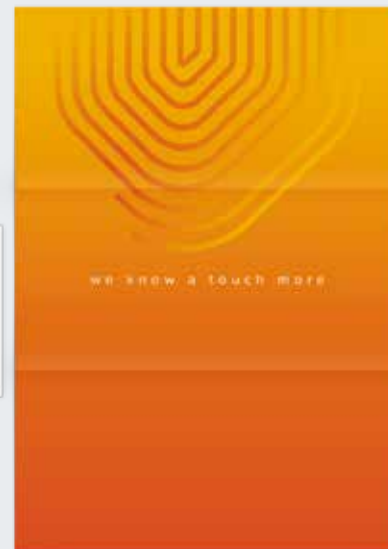
REVERSIBLE BROCHURE



PROMO ITEMS



STATIONERY



“We relaunch in 15 weeks” certainly helped to focus our minds on the planned rebranding of the UK’s leading provider of underfloor heating and cooling.

With great co-operation from, and access to, their senior team we went from drawing board to company wide launch – including website, signage, workwear, fleet, literature and drinks in the bar afterwards, in the allotted time.

Everything is unified by the ‘Warmafloor touch’, a creative blend of heating system, fingerprint and strapline that communicates the depth of their expertise, experience, product range and customer service.



PULL-UP BANNERS



WEBSITE



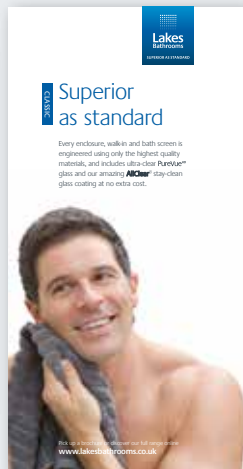
VAN LIVERY



VAN LIVERY



TRADE ADVERT



POS ENCLOSURE PANEL



WEBSITE



BROCHURE



CGI IMAGE

Our brief was to help the company Provox Products make one of the most challenging steps in business: to transition from a successful trade supplier to a fully fledged consumer brand, and to do it quickly. The initial requirement was brand focussed but soon grew as business grew – design an identity, bring it to life in the business, stimulate stockist demand, support the sales team, create point-of-sale, engage consumers, establish a web presence and optimise it.

Measure. Refine. Repeat...



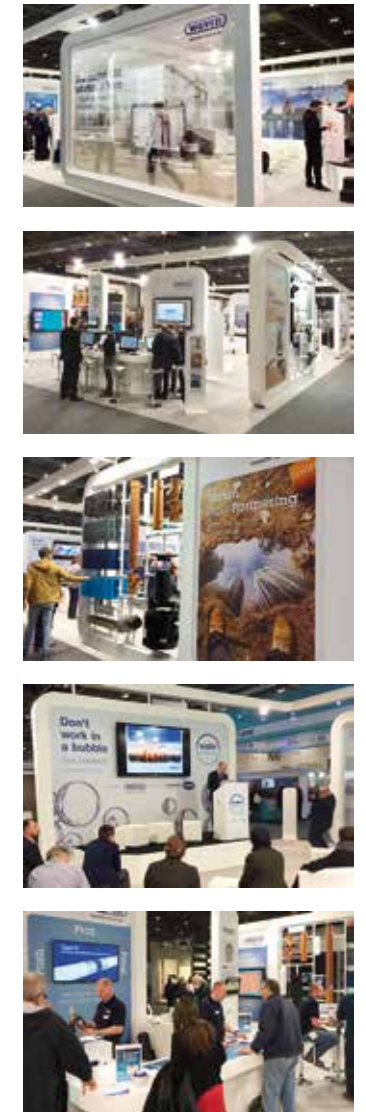


EXHIBITION STAND CGI

How do we showcase what Wavin does – make best in breed solutions for above and below ground water management – but make the stand so much more than a product stand.

The answer lay in creating stunning 'Airfix' style product walls to frame the stand so that every visitor could immediately associate Wavin with its core business. We then broke the stand down into a series of interactive zones, which brought its many added value services to life.

These included the launch of MyPortal – Wavin's added-value, online customer platform (also developed by Factor 3); a thought leadership seminar zone; a hands-on competition; a coffee station; a BIM demonstration classroom; an augmented reality house; and interactive touch screens for the sales team to engage visitors.



OUR PAINT EVENT'S GOT IT COVERED

SPECIAL PRICES, PRIZES & FREE GIVEAWAYS

For specialist advice and amazing offers, don't miss our 8th June event.

WEDNESDAY 8TH JUNE
7.30AM - 3.00PM

CROWN PAINTS

Dulux TRADE

Bradford's
WE KNOW BUILDING

BRADFORDS ST AUSTELL
MANFIELD WAY, HOLMBUSH IND. EST.
PL25 3HQ
01726 793279
www.bradfords.co.uk

JUST ROLL UP

WEDNESDAY 8TH JUNE 7.30AM - 3.00PM

For specialist advice on all things painting and decorating don't miss our supplier trade day with industry leaders Crown and Dulux.

Crown Paints will be offering a free Sandtex All Purpose Scuttle with any transaction while Dulux will have free on display.

- Prize draw to win a Makita site radio
- Free bacon butty voucher with any purchase
- Free giveaways including hats, T-shirts, pens, carpenter pencils, scale rules and notepads

Sandtex High Cover Smooth Masonry Paint 10L
Black / White / Magnolia
£22.99 (inc. VAT £27.59 inc. VAT £25.26 net)

ICI Glidden Contract Emulsion 10L
White / Magnolia
£12.99 (inc. VAT £15.59 inc. VAT £11.26 net)

FREE SAnDTeX SCUTTLE*

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www.bradfords.co.uk

BILLBOARD

We arrived on Bradfords' radar in interesting times, as they looked to implement a new brand, unify their marketing communications and open new builder's merchant outlets.

The company has an incredible heritage dating right back to selling lime in 1770 and exceptionally knowledgeable and approachable staff. We built on that pedigree with the brand promise 'we know building' and created an impactful, consistent and sustainable look that was echoed at every touchpoint.



BROCHURE



SIGNAGE

SATURN Double Quadrant 900mm Door

A classic and popular design which makes the most of space in the corner of a room

- 6mm toughened glass
- Enclosure height: 1850mm
- Adjustment: 25mm

£374 (inc. VAT £322.50 net)

FINESSE Grey Linen

Inspired by leading European design, Finesse combines a textured linen effect with a subtle metallic finish to create an elegant kitchen of real individuality.

What's included in this price?

- 1 x 1000mm Highline Corner Base Unit
- 2 x 600mm Highline Base Unit
- 1 x 600mm Built Under Oven Housing
- 1 x 600mm 4 Drawer Pull
- 1 x 1000mm 1700mm high wall unit
- 1 x 600mm 1700mm high wall unit
- 2 x Plinth
- Standard handles

£2034 (inc. VAT £1695 net)

SHOWROOM POS

Bradford's

WE KNOW BUILDING



WEBSITE



STATIONERY



BROCHURE



Boo is no ordinary house builder, which is why we created a name and brand beyond the ordinary to help bring the company to life.

Rather than trying to build for the maximum return from every square foot, these guys build in quality, difference and delight. As they told us, they build homes as though they were going to live in them, which we found both refreshing and surprising.

And hence Boo. Hence the peek-a-boo business card design, and hence the literature with a refreshingly contemporary and honest tone of voice for the property sector.



boo
HOMES

BEAUTIFUL LIVING SPACES

HOMES BUILT WITH **IMAGINATION**

Wavin ActivPartnering™

Water made more constructive



We created the sub-brand ActivPartnering to headline a strategic move by Wavin to present themselves as much more than a manufacturer of, albeit best-in-class, products.

ActivPartnering, the service, provides architects and contractors with valuable on-site support, system design, compliance knowledge and value engineering.

ActivPartnering, the campaign, provided Wavin with cut-through from immersive images, which illustrate how Wavin makes water in the built environment more constructive, speeding the path to the construction of better buildings.



ADVERT

BROCHURE



MICROSITE & VIDEO



SOCIAL ASSETS

You can discover more about all these projects and much more besides on our website.



AVIRE
Elevating the senses



Jablite
INTELLIGENT INSULATION



telent
talent with technology



BuildStore



ALLEGION



Just
DRAIN

That, in a nutshell, is our construction and building trades story and this, in a Regency building in Cheltenham, is Factor 3.

If you've made it as far as reading this perhaps we have interested you enough to find out more about how we might be able to help you and your brand. Do get in touch via your preferred channel and we can have a chat or call by.

Let's talk
+44 (0) 1242 254242

Let's mail
hello@factor3.co.uk

Let's click
factor3.co.uk



The promise we make to every client

We spend a lot of our waking hours preaching to clients about the value of figuring out just what it is that makes their brand different and better.

So it is beholden on us to have practised what we preach. 'Winning made more fun' is the promise we strive to deliver every day. It is all about enjoyable success. Enjoyable because it's a success, obviously, but hopefully enjoyable in every other way, too.

Enjoyable because we deliver on time. Enjoyable because we took time to understand your business, your market, your brief and your foibles.

Enjoyable because we're open and honest, because we don't lose enthusiasm as the years tick by, and enjoyable because we are as committed to your business as you are.

Enjoyable because we demystify the digital world, because Hotel du Vin is opposite us, and because cake fuels a lot of our meetings.

Together, perhaps we too could do some winning work and have fun along the way.

factor³

Let's meet

De La Bere House, Bayshill Road
Cheltenham, Gloucestershire GL50 3AW

Let's talk

+44 (0) 1242 254242

Let's mail

hello@factor3.co.uk

Let's click

factor3.co.uk

 Factor3Communications

 @Factor3Tweets

 Factor 3 Communications Ltd



Institute of Practitioners in Advertising