

Case study: Stylographics



The Challenge

Stylo is one of the leading large-format printers in the UK. In the past, their success has been driven purely by their quality and dedicated teamwork, and not by their brand. In the meantime, their competitors had developed a significant marketing presence. Stylo needed to raise their profile and compete with the other major players in the market - something that they had not done before.

The Objective

- To develop a marketing function providing ongoing expertise and support
- Position Stylo the brand, highlighting their excellent service and product range
- To raise the profile of Stylo within key business sectors
- Extend the portfolio of clients
- To build relationships with major designers and advertising agencies

The Result

EWO have provided Stylo with a marketing team for the past two years. Initially, EWO provided an overall strategy which included a detailed programme of activity. This groundwork has developed into a fully-integrated approach to the marketing activity, including:

- A clear core proposition
- Development of all marketing materials and collateral
- Continuous direct mail activity
- Telemarketing support for sales team
- Database review and cleansing
- Key sector based exhibitions
- Website review and update
- Support for PR function

Over the last six months, the work has led to a number of major client wins including a number of national retailers and establishing relationships with several key graphic design companies.

“The process has taken time, but the perseverance of the team at EWO and Stylo is now paying off and in the last year, we have had some significant wins. EWO are now part of the Stylo team and work with all of the team to develop each area of activity.” **Simon Olley - Managing Director**

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