

FLEXIBLE, RE-USEABLE MARKETING HELPS HOME AUTOMATION MANUFACTURER OPUS TECHNOLOGIES ACHIEVE SIGNIFICANT GROWTH.

Introduction

Jennifer Potts of Fresh Start Marketing provided Opus Technologies Ltd with a suite of customised and customisable marketing and sales support materials that helped it to tackle the needs of multiple, very different routes to market. These materials were created for use on a global basis in seven different languages including Arabic and helped the company grow rapidly and expand into overseas markets in under two years.

Background

Opus Technologies is a leading British manufacturer of multi-room entertainment systems and structured wiring solutions. Opus also works through its partnership programs with selected companies to integrate lighting and other complementary technologies into its portfolio of home automation solutions.

Opus has a dual channel global distribution strategy which needs to be supported with re-useable materials and flexible marketing initiatives from its headquarters in London, UK. One channel services the specialist retail and custom installation market; the other is dedicated to the developer and house builder market.

Objectives

- To provide support to sales people selling internationally through different channels
- To create product awareness amongst dealers
- To create consumer brand awareness
- Deliver globally using a limited budget

Mechanisms

- Devised consumer brochures which explained what the product was, how it worked



and differentiated it.

- Created point-of-sale materials and displays for use in retail outlets to allow product to be demonstrated easily.
- Provided modular, adaptable displays for easy set-up and use at consumer exhibitions by dealers.
- Regular PR placements in key trade and consumer titles to build Opus brand.
- Wrote technical literature and designed innovative display packaging to allow easy installation and allow for future DIY market opportunities.
- Designed a range of corporate-style adverts with different messages for different target markets.
- Created industry focused websites and dealer intranet/web portal to provide targeted information for different markets.
- Devised full dealer incentives and support package to promote brand loyalty.
- Communication with dealers on product development through newsletters, trade exhibitions and trade advertising/PR.
- Sourced point-of-sale and print suppliers from the Far East to reduce costs.
- Initiated development of new distribution channel – electrical retail - for possible new products through PR, exhibitions and direct mail.

Results

Opus Technologies started with one multi-use brochure and a simple five page website based on this brochure. When Jennifer Potts of Fresh Start Marketing handed marketing activities over to an in-house person for ongoing management, Opus had grown extensively, expanded into overseas markets and tripled its product portfolio with new innovative market-led offerings. By providing a suite of cost-effective adaptable, re-useable materials, Opus can now handle the marketing requirements of multiple distribution channels effectively and on a minimal budget.

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