

Case Study: Saver Fans, Leeds

About Saver

Established in 1998, Saver Fans are the UK's leading brand of low cost ventilation equipment. They go to market with a simple philosophy - to offer the customer easy product selection, quick delivery, fantastic value!

It's a very heavily customer focused business. Responsive, enthusiastic and energetic, with quick turnaround at low prices.

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Working together

Saver approached RoccaCreative in 2006 with a brief to refresh the organisations brand and assist in its first foray into e-commerce.

Their brand had become tired and, although the key feel was there, it was in need of refinement to reflect the businesses character, and take it into the next phase of expansion.

Refreshing the Saver brand

RoccaCreative set about familiarising itself with every aspect of Saver's offering, along with how its competitors did things.

Essentially, Saver is a budget solution for developers and specifiers of ventilation systems. Its existing bright yellow brand reflected this but failed to deliver on its key strength – customer service.

Firstly we took Savers existing marketing materials – stationery, catalogue and mail shot. And began refreshing these items. We would use humour as our hook. Most of Saver's business was done over the phone and the current material lacked the personality and sense of fun that came with its customer service.

“RoccaCreative have become an important part of our marketing approach. Always offering relevant and innovative advice when we're looking to break into new markets and win clients.”

Laura Burton,
Sales and Marketing Manager.

Using simple text and visual gags, as well as new, innovative formats, to drive the human element of the business home meant Saver was reborn. This was applied to an improved logo and house style on its striking yellow colours to complete the package.

We used groundbreaking print methods to simplify and improve usability of its catalogue. Constantly referencing its commitment to customer service, price and turnaround. And using the same approach in developing its e-commerce site – which now brings in nearly a third of the businesses turnover.

Going forward – Strengthening the brand

RoccaCreative regularly meets with Saver to agree new approaches for its expanding client base. Using a calendar of marketing to keep Saver in the minds of its customers, both on and off line.

www.saverfans.co.uk

