



Marketing on a shoestring that delivers results

'making your business leaner, fitter and more powerful'



Marketing Gym Ltd Client Case Study: Horsell Electrics, www.horsellelectrics.co.uk

Based in Brighton, Horsell Electrics design, manufacture and deliver to site, lighting fittings for a range of clients including libraries, private hospitals, pharmaceutical companies, prestigious tennis clubs and airports. 2008 marks their 60th anniversary.

Why Contact the Marketing Gym Ltd?

The business had suffered a period in the marketing wilderness where their bespoke, high-quality products and their standard range were not being marketed effectively. The perception was that Horsell Electrics were old-fashioned and some products were too dear for wholesalers to recommend. This frustrated the Managing Director, Richard Ainsworth who wanted to reposition the business so that existing and targeted customers could understand their innovative approach to design and build.

A Glimpse into What Has Been Accomplished so Far

- **Before any creativity could be unleashed, a collaborative marketing strategy was essential.** This brought out the fact that Horsell Electrics had to refocus their energies on communicating that where specials were concerned (bespoke projects), they were the only local British born and bred company that could meet a full spectrum of needs. We also nailed down the key target markets to communicate with, including new segments - most notably architects. The marketing strategy was vital in setting a clear business direction and the MD bought into it with gusto and has since become a full-blown champion of marketing!
- **The tactical plan was mapped out in record-breaking time** and included a clear plan of action for targeting wholesalers, high-end specifiers, end users and electrical contractors. A strap line "Think Specials Think Horsell" was born and carried into all communications. Where target audiences were concerned, it was a case of different strokes for different folks. We focused on developing clear, targeted and relevant messages to each segment. An approach that has since proved to be incredibly successful.
- **Successful tactics have included:** wholesaler monthly campaigns to promote specific products, push the "think specials" message and sell more. It is amazing what human beings will do for some wine and pizza! We have also developed focus groups for highlevel local architects and such has been the success of these that they've led to a Horsell networking programme.
- **The Horsell Electrics Lighting Gallery is now being developed on site,** and we are planning a Beauty in British Manufacturing Exhibition. Who says that British manufacturing is flagging? It's alive and kicking in Brighton!