[Please use this template as a guide to compiling your entries for categories 1-23 in the B2B Awards 2014 – please also ensure that you have thoroughly read the 'Guidelines for submissions' document, which contains important further information that may prevent you from being disqualified]

[Title page]

[your logo here]

Category number: 11

Category name: Best Use of Thought Leadership

Programme/initiative name: Shape Shifters

Agency [if appropriate]: Stein IAS

Brand or client: SFS intec

URL or microsite [if appropriate]: www.hinge-security.co.uk

[Summary page]

SFS intec are experts in the design, manufacture and supply of hinges to the UK construction industry. Their products are at the cutting edge of technology and therefore come at a premium. But following the economic downturn, the industry began to specify cheaper products, not considering how this would impact performance, let alone compliance.

With strict changes to building regulations looming, SFS intec needed to highlight the importance of correct specification to the market. So with the help of Stein IAS, they took a thought leadership stance, setting out to educate the market and increase sales revenue by 10%. A website offers sound advice to the hinge supply chain. The Hinge Regulations Ebook is one of many thought-leadership pieces on the site, and proved an excellent "foot in the door" as the key download in an integrated campaign using the awesome "Shapeshifters" creative concept.

Coordinated activity on email, social media, PR and at an industry trade show helped SFS intec achieve a 19.5% uplift in sales revenue on the previous year, and secured their position as industry thought leaders.

189 WORD SUMMARY

[Main submission]

About the client company

SFS intec is a provider of high quality accessories for the construction industry. Fastening systems for modern building facades and hinges for windows and doors are the two main product lines. Quality engineering, outstanding on site support and unrivalled knowledge of building regulations set SFS intec apart as a partner rather than just a supplier.

Strategy – broader business issues the company is facing

SFS intec supply premium hinge products for doors and windows to the UK construction industry.

But following the economic downturn, this industry began to specify cheaper products, without considering the impact it would have on performance and more importantly, compliance.

SFS intec are different to other suppliers. They understand the importance of hinge specification

to performance and compliance and their product is first-rate.

But even with strict changes to building regulations looming, their expert knowledge and superior offering wasn't making enough impact.

SFS intec called on Stein IAS to turn their unrivalled knowledge of regulations and ability to help their customers ensure compliance, into competitive advantage.

Objectives of the campaign

An ambitious multi-channel campaign was planned to achieve a 10% increase sales revenue and secure SFS intec's position as industry thought-leaders.

The target audience

The SFS intec database is organised into three distinct audience segments:

- Installers
- Fabricators
- Specifiers

The Stein IAS Mi Insights process developed messaging to meet the varying needs of each group.

Media, channels or techniques used

Creative

The construction industry is characterised by rapidly changing regulations causing no small amount of anxiety. This insight inspired the "Shapeshifters" creative concept, which uses frightening animals formed from regulatory paper work.

Integrated contact strategy

Stein IAS implemented an integrated contact strategy using online and offline channels, with inbound and direct communications. Segmented, automated email campaigns promoted the

download of our key campaign asset - the Hinge Regulations Ebook.

This featured technical detail, the latest information on the stricter Building Regulations and issues associated with the changes, providing valuable practical advice.

An automated nurture programme then accelerated contacts from interest to purchase status, by offering up more product related content.

FiT Show

The first ever FiT Show (April 2013), for installers and fabricators, was an ideal platform to promote not only products but also the new thought-leadership stance around compliance.

Stein IAS worked closely with SFS intec to plan, design and implement the exhibition stand, activities and presence over the three-day event. The huge 56m^2 space was designed for product demonstrations and networking.

A demonstration on-stand highlighted the importance of hinges in meeting security standards. Stein IAS produced a Perspex box held together with hinges, no locks. Visitors were encouraged to prise the box open with a crowbar. This put hinges in the spotlight and got visitors talking – as well as demonstrating the strength of the SFS intec product.

This created enough interest to make the SFS intec Hinge Security Seminar the best attended meeting at the show.

Stein IAS tweeted personal profiles of the on-stand experts, including an image so that visitors to the stand knew who they were asking for.

Throughout the three-day event, tweets were posted which included pictures and comments to lure people onto the stand, such as the free Italian coffee, plus insights and opinions from the event.

Each sales manager was equipped with an iPad loaded with video presentations and sales tools, so that each product could be showcased and sold-in to its full potential. This interactive approach was also used to capture email data, expanding the database and capturing leads.

The Hinge Regulation Ebook was promoted at every opportunity including leaflets with QR codes.

PR & social media

Leveraging the PR activity, which had already commenced before the show and gained some initial traction, Stein IAS built on that to create conversation around the issue of regulations.

Twitter and LinkedIn were used to raise awareness of SFS intec's thought leadership. The Stein IAS PR team delivered a range of press releases and features discussing the regulations issue and helping to grow the profile of the hinge technology team.

The PR activity and associated press coverage was timed to support the rest of the campaign, and targeted relevant feature opportunities within key trade titles (three feature topics in 12 titles) to give multi-channel coverage of the issues.

Timescales of the campaign

The campaign ran from April 2013 to March 2014

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

PR and social media

Press coverage up 185%

Readership figure: 338,176

ROI of 11:1

Twitter followers up 30%

LinkedIn connections up 22%

Hinge Ebook Online Campaign

Email click through rate: 3.4%

Ebook downloads: 151

ROI of 5:1

FiT Show

Sales leads generated: 132

Ebook downloads: 74

ROI of 4:1

Overall

A 19.5% uplift in sales in financial year 2013/2014

Client testimonial

"Since the campaign started, we've seen a significant increase in specification for our hinges and have experienced a large increase in market share. Importantly we've also seen a step change in the industry's approach to hinge specification; where cost alone previously drove the buying decisions, now security and compliancy are considerations too. The PR and marketing activity that we implemented was without question, a success."

Colin Yeates, Sales and Marketing Director