Category number:	18
Category name:	Best B2B Brand Initiative
Programme/initiative name:	Cascade Group Rebrand
Agency [if appropriate]:	Cascade Group | Studio
Brand or client:	Cascade Group
URL or microsite:	www.cascadelondon.co.uk

B2B Marketing AWARDS 2012 FINALIST

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Cascade Group™

DESIGN | PRINT | DISPLAY | MARKETING

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B2B Marketing AWARDS 2012 FINALIST

Summary

Cascade Group is a high-street print and design on-demand business that were, before their rebrand, a traded as the national brand Kall Kwik. Cascade Group decided to rebrand due to increased competition, squeezed print margins, changes in customers buying behaviour and a feeling of being trapped by the Kall Kwik brand so service development and diversification was problematic at best.

Starting in July 2011, a small in-house team worked behind the scenes to create a new and exciting brand which the Group could seamlessly transition to over a weekend in October 2011.

The primary objective was to secure the existing clients who are local to the retail shop fronts but rarely pop-in and prevent a drop in turnover; ensuring business didn't revert to other Kall Kwik franchisees. Brand awareness had to established quickly.

A comprehensive rebranding campaign was using a vast array of marketing techniques from direct marketing to goody bags and telemarketing to search marketing.

It has been almost been one year since Cascade Group 're'launched and marketing costs have been kept tight.

Cascade Group has seen a 19% growth in turnover as a result of the rebrand.

[Summary Word Count - 189]

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B2B Marketing AWARDS 2012 FINALIST

About

Cascade Group is a group of three high-street 'on-demand' print and design businesses in central London who were previously Kall Kwik franchisees. The Holborn outlet was the 3rd ever franchisee, opening in 1983 and is still owned and run by the same family today.



Pic 1: The founders in 1986

Strategy

Having been a part of the Kall Kwik franchise for almost 30 years, the current principals of Cascade Group had grown up in the family business and seen the strength of the brand and the franchise support they received diminish over the years.

- Core printing business has been commoditised;
- Clients continue to expect premium quality services;
- Stiff competition from overseas and online has driven down prices;
- Staffing and business costs in central London continue to increase;
- 'Paperless office' has diverted printing budgets to online activities.

Investment was needed and service diversification to secure the long-term future of the business. The principals felt that they could not to do under the Kall Kwik brand and agreed a legal exit.



Pic 2: Holborn Unit c.1998

Objectives

The overriding priority of the rebrand was to secure turnover.

The rebrand needed to communicate 'business as usual' the same people and high quality services, just a new name; that this was a positive move adding value.

Buy-in-in from staff was important, they needed to believe in the benefits, feel secure and optimistic about their future.

Subsequent objectives were:

- Develop brand awareness.

- Support sales generation and growth.
- Carefully evolve new services and prioritise the core business.

Pic 3: New Brand

Target Audience

The rebrand had to appeal to the existing client database and future prospects, 90% of whom are local to the retail shopfronts but rarely visit.

Dealing with this audience meant cutting through the 'marketing noise' in central London.

The danger was that contact from existing websites would be directed to another local Kall Kwik so if the rebrand communications weren't remembered, customers would place orders elsewhere.



Pic 4: The new exterior of Cascade Group Holborn

Media, Channels or Techniques

A comprehensive programme was implemented using multiple channels.

- New identity featuring blue for continuity and a new, purple for innovation
- Trademark to add value and prestige.
- Internal staff briefings, a 'launch party' and newsletter to improve internal communications.
- 'Design our logo' competition to involve staff.
- Branded packaging and carrier bags to differentiate and aid brand recall
- Pre-launch and Launch 'official' letters posted highlighting 'business as usual' and evolution.
- New signage installed over the weekend to allow re- opening Monday.
- New website fully populated with content and the functionality.
- Google Adwords campaigns including 'Kall Kwik' and generic search terms to secure top

listings.

- Updated listings e.g. Freeindex, and SEO to get cascadelondon.co.uk listed for generic search terms e.g. London printer.
- Hand delivered goody to get contact details on desks inc. printed sweet tins communicating quality and innovation.
- Direct mail and telemarketing programme to ensure regularly contact and reinforce brand recall.
- Christmas catalogue developed to demonstrate improved capabilities.
- 'Fun' email marketing campaigns to generate website visits.
- Launch of 'Trend Report' to 'soft-sell' design and marketing services.
- New client acquisition through list buying, mailing and telemarketing.



Pic 6: Trend Report



Timescales

Research – July 2011

- Name and trademark research
- Research interviews with customers
- Staff briefings
- Brand strategy developed
- 'Design our logo' competition

Prelaunch – August-September 2011

- Brand and logo development
- Trademark application
- Staff newsletters
- Packaging, marketing & web materials developed
- Prelaunch letter

Launch – w/c 1st October 2011

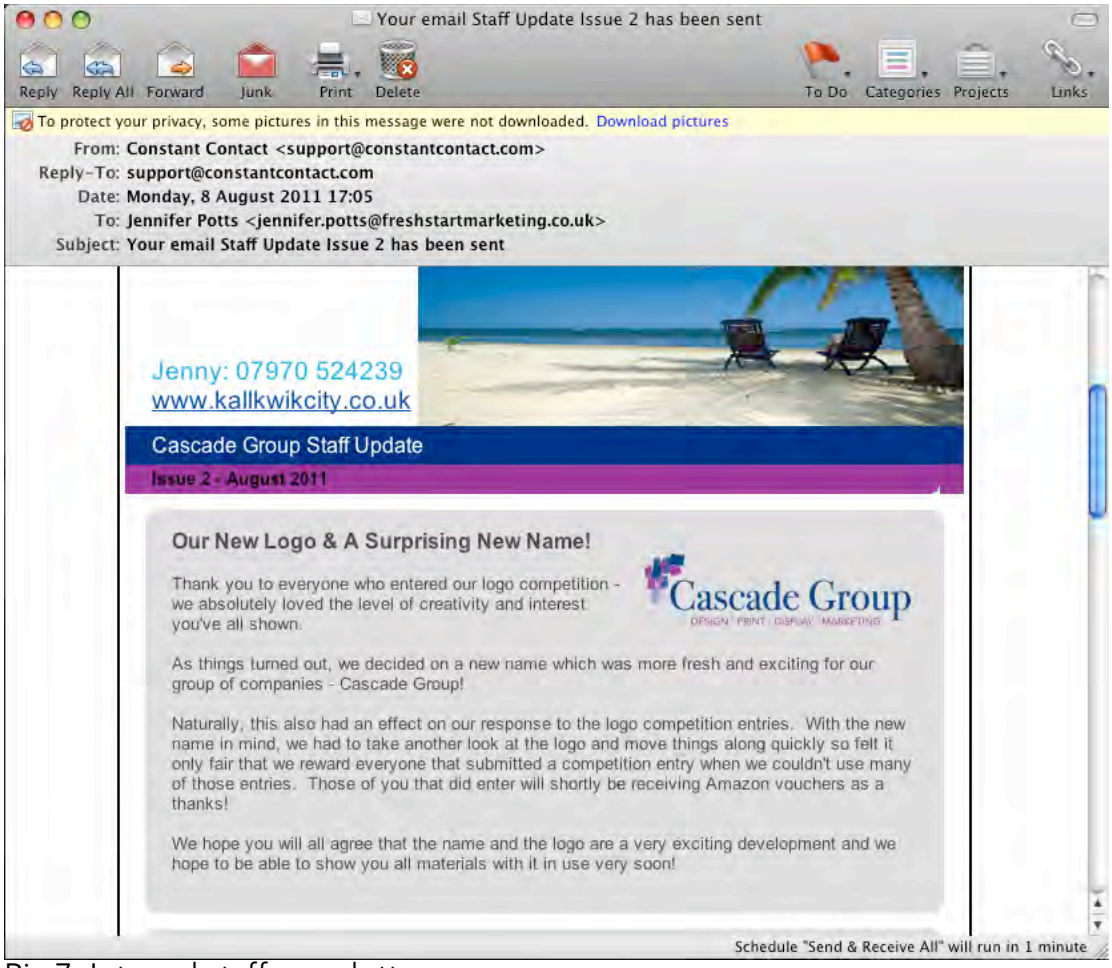
- New signage
- Website launch
- Staff party
- Launch letters arrive
- Goody bag distribution

Brand Establishment & Reinforcement - October-December 2011

- SEO and Adwords activities commence
- Direct mail campaigns with telemarketing follow-up commences
- Welcome Packs & goody bags reissued if brand is not immediately recognised
- Christmas catalogue issued
- Clients found to have 'diverted' to a Kall Kwik centre, are visited with sweets & treats reinforcing contact details and name change

Brand Development – January 2012 – Present

- Design & Marketing Studio starts trading
- Trend report launched
- New client acquisition begins
- Valentines campaign launched
- New range of display 'product' packages being developed



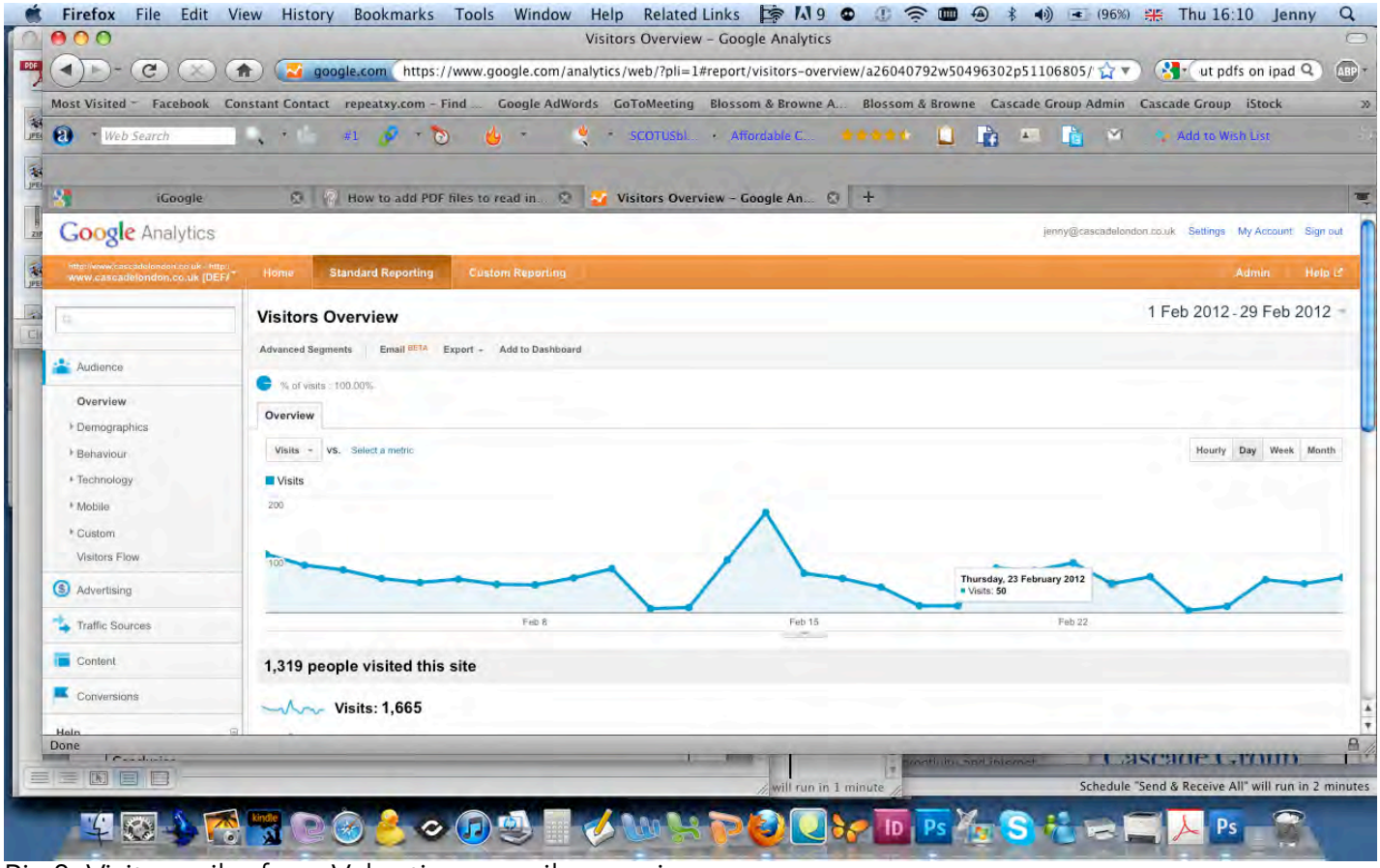
Pic 7: Internal staff newsletters

Budgets

July 2011 – May 2012

Salaries	£63,640
Website	£1,592
Images	£750

Email Marketing	£220
Postage	£8,994
Printing	£11,253
Goodies	£3,784
Adwords	£11,000
SEO Agency	£6,600
Trademark Fees	£500
List buying	£259
Packaging	£5,097
Signage	£5,884
TOTAL	**£119,573**



Pic 8: Visitor spike from Valentines email campaign.

Results

Turnover Comparison

Oct 2010 – May 2011	Oct 2011 – May 2012	% Change
Brand: Kall Kwik	Brand: Cascade Group	
£XX	£XX	+19%
Franchise Fee: £XX	Marketing Cost: £XX	+ 8.7%

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

Google Analytics:

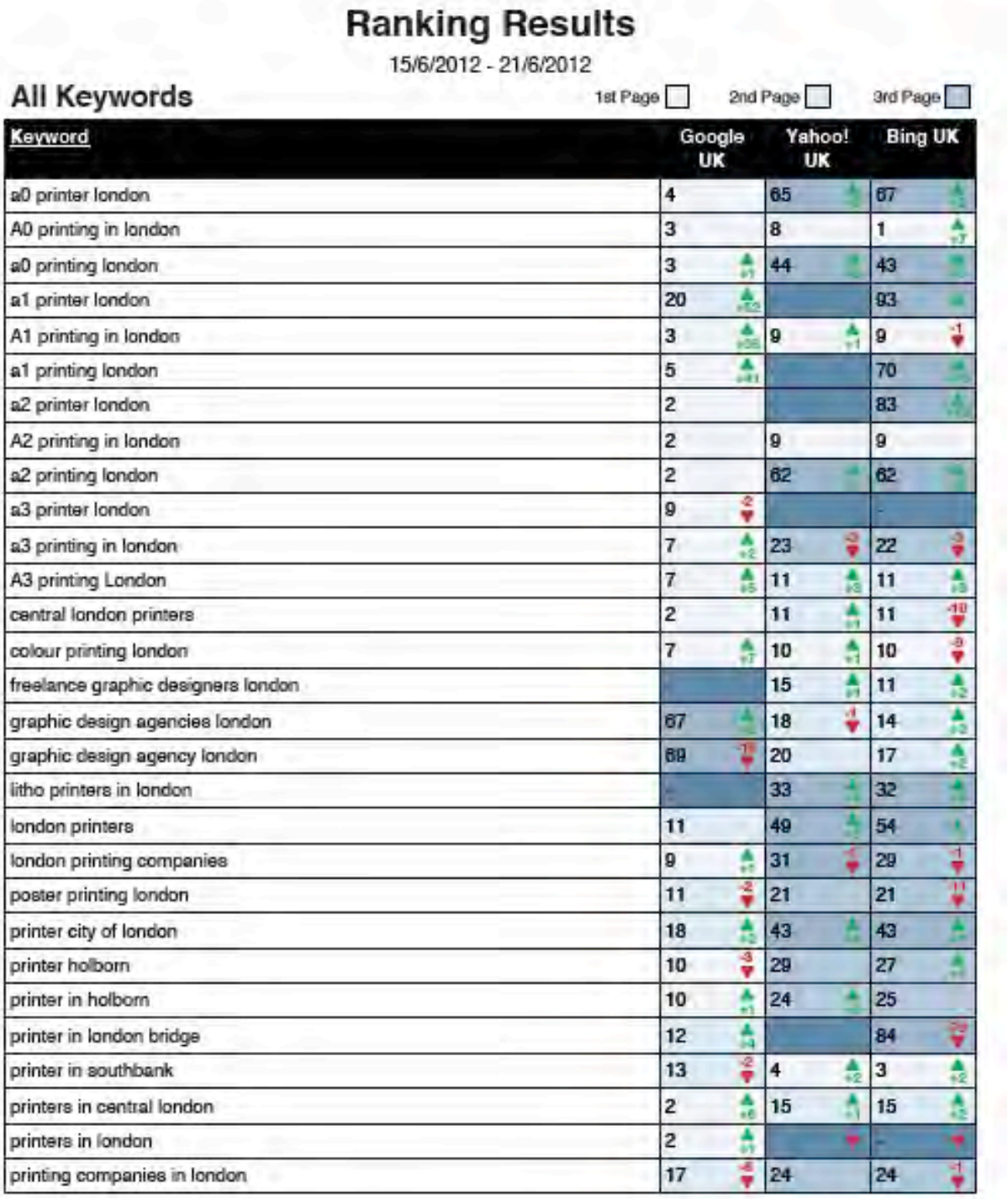
- Spikes occurring when Valentines Email Campaign goes live

SEO

- Organic search traffic shows effectiveness of SEO

Studio Turnover

- Broke even in month 2 from a standing start and starting to show profits
- Average 19.7% per month growth in turnover
- Already contributing 3.5% to monthly Group turnover



Ranking Results

15/6/2012 - 21/6/2012

All Keywords

1st Page ☐ 2nd Page ☐ 3rd Page ☐

Keyword	Google UK	Yahoo! UK	Bing UK
a0 printer london	4	65	67
A0 printing in london	3	8	1
a0 printing london	3	44	43
a1 printer london	20		93
A1 printing in london	3	9	9
a1 printing london	5		70
a2 printer london	2		83
A2 printing in london	2	9	9
a2 printing london	2	62	62
a3 printer london	9		-
a3 printing in london	7	23	22
A3 printing London	7	11	11
central london printers	2	11	11
colour printing london	7	10	10
freelance graphic designers london		15	11
graphic design agencies london	67	18	14
graphic design agency london	89	20	17
litho printers in london	-	33	32
london printers	11	49	54
london printing companies	9	31	29
poster printing london	11	21	21
printer city of london	18	43	43
printer holborn	10	29	27
printer in holborn	10	24	25
printer in london bridge	12		84
printer in southbank	13	4	3
printers in central london	2	15	15
printers in london	2		-
printing companies in london	17	24	24

Pic 9: SEO Report showing keywords on first & second search engine listings

Client testimonial

Just a few comments received from clients…



"She's also asked me to thank you for the carrot seeds. She thought it was a lovely gesture and very novel. If there are any upcoming events she will certainly register them with us to get her 15% discount."

"Thank you so much for sending me the (impressively smart) introductory pack, including calendar and surprise tin of jelly beans."

"I will inform my colleagues in the marketing department, and let them see the range of services Cascade Group offers. Thank you again for sending this."

"Just to confirm I have received your promotional pack in the post. I will definitely come to you if we have any printing needs."

[Word Count - 979]

Supporting material supplied

- Presentation Board 1 – Welcome Pack & Branded Goodies
- Presentation Board 2 – Mailers – postal and email
- Cascade Group Welcome Pack & Literature
- Cascade Group Jelly Bean Tin
- Cool Offers Mailer
- Carrot Seed Mailer
- Roll-up Mailer
- Olympics Mailer
- Christmas Catalogue
- Cascade Chocolate Coins
- Brand Strategy
- Search Engine Optimisation Report – 15/6/12-21/6/12

Appendix

None

- Submission ends -