

This* works

Case history: Radnor Oak

When Radnor Oak wanted a brand that would capture the spirit and traditional craft of their oak framed buildings they asked This* agency to get involved. They wanted us to help take the business onto a new level of sales and growth.



We were approached with a commission to develop a new brand that could be rolled out across all of Radnor's marketing communications. Together we developed a brand strategy around their core values and promises. The outcome is an ongoing strategy that conveys the rural craftsmanship and the strength of the structures that enables them to stand the test of time and sets Radnor's buildings apart.

New Branding

The three-hare motif that we adopted was inspired by a centuries old architectural decoration that can still be seen in the best oak buildings today.

The strong branding is now adopted throughout Radnor's marketing campaigns and collateral to provide instant recognition and a link with the heritage of Great British oak framing.

Literature, advertising and website

With the new brand in place we set to work on the design of a sixty-eight page 'coffee table' brochure to showcase the buildings. We also developed the look and feel of a new website and suite of advertisements to convey the premium quality of Radnor's hand-crafted buildings.



***** "The branding builds consumer confidence to position Radnor Oak as the first choice for free-standing oak buildings and gives customers the confidence to buy."

"Following the rebrand and launch of the website and brochure we entered the next season's trading with our fullest order book ever. That year, turnover increased by circa. 38%."

Wayne Tyler
MD of Radnor Oak Limited



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Shouldn't This* be working for you too?

For an informal chat, contact us on 01260 291244 or info@thisagency.uk.com

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