

DWP – Making PR a Key Part of Business Growth and Success

Fascia Graphics

Background:

DWP has worked with Fascia Graphics since 2003. During this period it has guided the company through a rebranding exercise and worked closely with the Managing Director and UK Sales Manager to deliver an integrated public relations and marketing campaign that delivers results direct to the company's bottom line.

Achievements:

- ◆ Since the end of the 2003-2004 media relations campaign (first year that DWP worked with the company), media coverage levels have doubled.
- ◆ The integrated PR and marketing approach has not only increased the number of internet enquiries, but also improved the success of direct mail campaigns run by the company.
- ◆ The new Fascia Graphics branding has reinforced the company's position as the market leader and the rebrand was well received by employees, customers, suppliers and industry bodies.
- ◆ The company's compound annual growth rate of between 10-15 per cent since 2003 is partly as a result of an increase in awareness to customers and potential customers through media sector titles. The combination of raised awareness and business success has emphasised the company's position as the market leader.

Client View:

Paul Bennett, Founder and Managing Director of Fascia Graphics commented:

"Whilst all of our competitors have seen a contraction in their business we are seeing a continued growth. DWP's involvement over the last seven years has certainly played a key role in supporting our sales activity and increasing the awareness and strength of the Fascia Graphics brand."

