



CASE STUDY: IronmongeryDirect brand refresh

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IronmongeryDirect is the UK's largest online and mailorder supplier of ironmongery products to trade.

The company has been in the business of supplying architectural ironmongery to builders, joiners and shop fitters for over 40 years starting out as a traditional Ironmonger's shop.

Today IronmongeryDirect delivers thousands of parcels every week to tradesmen all over the UK from a choice of over 13,500 quality ironmongery products kept in stock ready for next day delivery.

The marketing problem

Ironmongery is a somewhat antiquated term for iron goods made by a blacksmith sold in a shop. It has since come to mean more, and now includes not only iron products, but other fitted hardware, including plastic. Having started out as a traditional ironmongers shop, the company, over the years, has evolved with the introduction of a catalogue and ecommerce website. Today IronmongeryDirect stocks the biggest range of ironmongery products, has the ability to fulfil orders taken up until 7.30pm for next day delivery and offers a no quibble 30-day guarantee. Currently there is no other supplier within the industry able to match this service level and the brand needed to reflect this updated offering.

The company had already introduced a new logo in 2008 with a colour and type face providing a clear and bold statement giving it a modern feel and to illustrate the speed of the next day delivery service. But the company felt that the strapline 'door and window hardware delivered tomorrow' did not convey the success of the company, its full proposition, and staff expertise.

What was the solution?

After a significant amount of market research into the perceived value of their customer propositions this led to the decision of a brand refresh. The challenge: to develop a strong and



memorable brand personality with a clear interpretation of what a modern day ironmonger should look like. It would need to stand up against well established market leaders; resonate with its trade customers; and be implemented across the entire communications strategy including: catalogue, website, pamphlets, direct mail and TV.

The new aspirational strapline 'Masters of our trade' was chosen as it fully reflects the values and expertise of this specialist company. Working with Mostly Media, this single phrase informs that there is no better place to go for ironmongery supplies. It also recognises that the customers are specialists themselves and masters of their trade.

This is in line with the business decision to concentrate on what it does best; first and foremost it is an ironmongery supplier, which gives a core focus for the brand.

To coincide with the strapline rollout, that included a DRTV advert and press campaign, IronmongeryDirect refreshed its catalogue style guide, using clever brand devices to package and communicate its USP's, as well as using imagery of the company's own product managers to recommend products to engage with customers.

What results were achieved?

IronmongeryDirect recently announced its seventh year of consecutive growth with 2011 year end results hitting £15million turnover, up 20 per cent on 2010. Profits increased to £1.25million, a 25 per cent increase on 2010. Online turnover for the company continued to perform strongly accounting for turnover of £6million in 2011, up 40 per cent on the previous year. In addition over 40,000 tradesmen used the company for the first time in 2011.

The fast growing company has set its sights on 35 per cent growth in 2012 to reach £20million turnover, following a strong performance in the last quarter of 2011. With aims of £50million turnover within the next few years.

Following its first TV ad campaign the tests showed that direct response TV advertising could be a viable channel having recruited new customers as a result. Testing and optimisation of this channel is set to continue in 2012, primarily concentrating on other placements and the type of customers that can be recruited from these.

Stuart Wilson head of marketing said, "We use our brand to differentiate ourselves, confirming our position as an expert within our industry. But our brand is much more than this; it is how we speak, how we conduct ourselves, how we relate to our customers ensuring that they understand our proposition and securing their loyalty.



“The number of new customers recruited increased considerably throughout 2011. This was as a result of constantly testing ways to unlock new recruitment channels. Our business model relies on securing repeat business so we have to make sure we recruit the right type of customer in the first instance. And by being truly obsessive about recording where new customers come from, analysing their activity and predicting lifetime value, ensures we drive real value and growth.”

Activity going forward

IronmongeryDirect doesn't plan to let up as it continues full pelt into 2012 with continued testing of cost-efficient recruitment channels to increase the speed of new customer acquisition, an example of this will be further DRTV campaigns later this year.

Link: www.b2bmarketing.net/knowledgebank/branding/case-studies/case-study-ironmongerydirect-brand-refresh