

Case study: Brasier Freeth



The Challenge

As a major regional firm of surveyors, Brasier Harris needed expert marketing support to drive their business forward. During the initial discussions, it was also confirmed that they would be merging with Freeth Melhuish, another local firm. The merger would result in them becoming one of the largest regional firms of surveyors. The newly merged business not only had to join together in terms of staff, but also with the brands and communications, whilst competing in an ever decreasing marketplace.

The Solution

Eyes Wide Open were brought in to pull together the branding and marketing for the merged firm and ensure that the ongoing marketing activity was established to allow the business to build momentum, raising awareness of the merger across the region. In addition, Brasier Freeth needed a marketing team to manage all of the activity on a day-to-day basis.

“Eyes Wide Open came in at a difficult time and gave us the expertise we lacked through the merger and re-branding. They have also worked to deliver ongoing activity that is generating new leads for the different departments across the firm. With their input, we are now in a very strong position to build as the economy returns to growth.” Anthony Appleby – Retail Partner

The Result

Brasier Freeth was launched with a new brand identity and marketing collateral. This provided a strong platform from which a continuous programme of activity was undertaken. The work covered both digital and off-line marketing, working in tandem. The result was a flow of new business contacts, allowing the firm to compete effectively in the recession from a strong position. As the market has turned, Brasier Freeth has been able to remain competitive with other large national and regional firms.

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