



THORNS
group

BRAND DEVELOPMENT



THE BRIEF

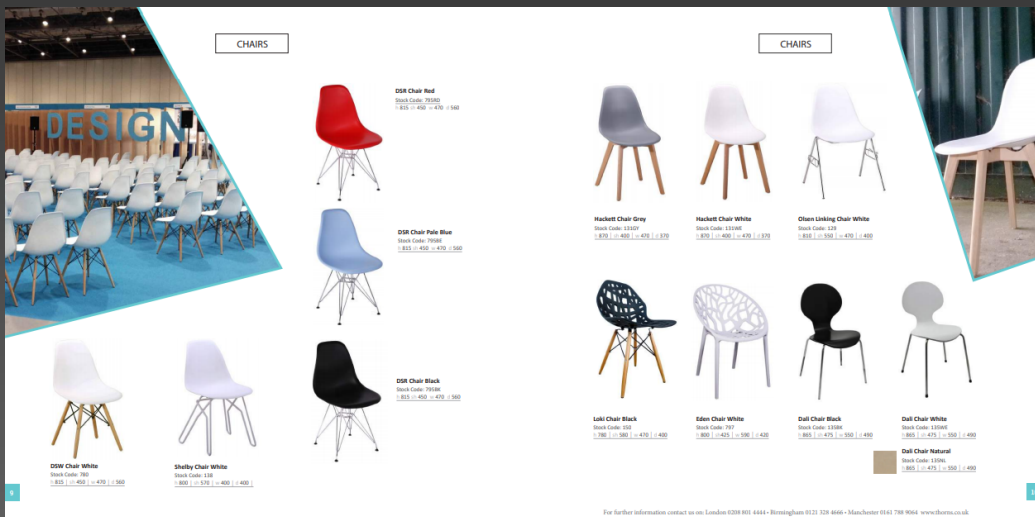
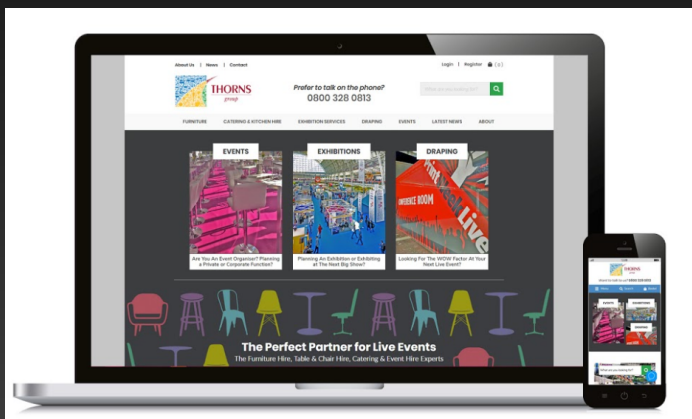


To update the product catalogue from a rather dated A5 ring binder to a glossy look-book style catalogue available in print and digital formats featuring more than 1,000 products.

DELIVERY:

- Case study development to feature the most impressive projects.
- Photography of all products for consistency throughout the catalogue.
- Working to a 3 month deadline for launch at a industry leading trade show.
- Rebranding the website and all client touchpoints for consistency.
- Implement a guest checkout online to simplify the customer journey.

ACHIEVEMENTS



- The new catalogue features 100 more products than the previous ringbinder.
- A **46.9% increase in new users** visiting www.thorns.co.uk as a result of direct marketing activity. In 2017 this figure was just over 13k and grew to over 19k in 2018.
- A **207.6% increase in the number of transactions** through direct marketing. In 2017 this was figure was at just over 160 and grew to over 520 in 2018.
- A **333.29% increase in revenue based enquiries** through direct marketing. In 2017 this figure was just over £28k and grew to just over £124k in 2018.
- Since its implementation, up to 76% of transactions take place via the guest checkout proving its popularity with customers and efficacy for Thorns.

TESTIMONIAL



“Jenni has worked tirelessly developing our new website, social media channels and Hire Guides. These have proved invaluable in keeping our clients up to date with our new products, company developments and making our customer experience as seamless as possible.

Jenni’s attention to detail in planning, preparing and delivery is second to none and is a key part of helping our sales team to drive sales in all parts of our business.”

Regional Sales Manager, Thorns Group

ACTIVATION



THE PERFECT PARTNER FOR LIVE EVENTS

PASSION
TRUST
DIVERSITY
TRANSPARENCY
INNOVATION
TEAMWORK

#GED19

GLOBAL EXHIBITIONS DAY 5 JUNE 2019
GLOBALEXHIBITIONSDAY.ORG



BEST CUSTOMER SERVICE PROVIDER
BEST FURNITURE COMPANY
INDUSTRY UNSUNG HERO DAN MUSKETT
BEST SUPPLIER MARKETER

EN ELITE AWARDS SHORTLISTED

EN ELITE AWARDS
CELEBRATING THE PEOPLE WHO MAKE THINGS HAPPEN
12TH DECEMBER 2018
MILLENNIUM GLOUCESTER HOTEL

THORNS group

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GET IN TOUCH

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