

Case Study



Client: Primus
Project: Marketing Literature
Date: April 2011

Brief: Primus are a building contractor who work on projects ranging from £250k - £20m, with dedicated teams that specialise in all areas of the build to ensure that the project is always delivered to the highest specification possible. In such a competitive industry, Primus needs to be able to position themselves to their potential clients as the best and most professional company – and ultimately the obvious choice! So, Primus approached Zzing to help them create a selection of marketing materials that would assist them with their new business strategy. In particular they were looking for a pdf that could be sent out to prospective clients via email, a PowerPoint presentation that could be taken to meetings and shown to clients and a printed brochure that epitomises quality. Primus doesn't have a dedicated marketing person so were looking for Zzing to guide them, helping them with the format, copy and design and approach.

Concept: After reviewing Primus's existing material, Zzing decided to take elements of their previous branding, logo and existing corporate colour palette to produce a clean, fresh and professional look and feel that could be used across all their literature. The aim being to position Primus as a company of integrity, quality and one founded on reputation.

Design: PDF & BROCHURE



Results: A great selection of company marketing literature that clearly delivers the corporate identity and key business messages. All the pieces were delivered on brief, on time and on budget to a very satisfied client.