

CASE STUDY

Wasting no time in building engagement

You're never far from a Dennis Eagle. Every year over 1000 refuse collection vehicles leave the factory for local authorities and private sector contractors across the UK and overseas.

Our partnership with Dennis Eagle began with a commission to produce a series of statement illustrations for the boardroom and reception. However, when flicking through Eagle Eye, their in-house magazine, we felt it didn't accurately reflect them as a business. We were invited to apply our tried and trusted approach.

We introduced best-practice magazine design to Eagle

Eye: - new page furniture was added, headings given more prominence, images more impact, graphical devices created and new regular features launched. The result is a more engaging publication which we continue to refine in order to strengthen Dennis Eagle's market leading credentials.

In addition to Eagle Eye, we also support Dennis Eagle's drive for increased market share. Route Ready is our sub brand created to provide the company with a route into independent refuse businesses looking for a stock truck. Our direct mail campaign was designed to flick a switch on the kettle and in the minds of business owners. ■



"Greensquare initially caught our eye with some fantastic examples of work they'd created for their existing automotive clients. We've been very impressed so far – Phil and the team have always taken the time to fully understand our brief, and offer valuable ideas and solutions for best end results."

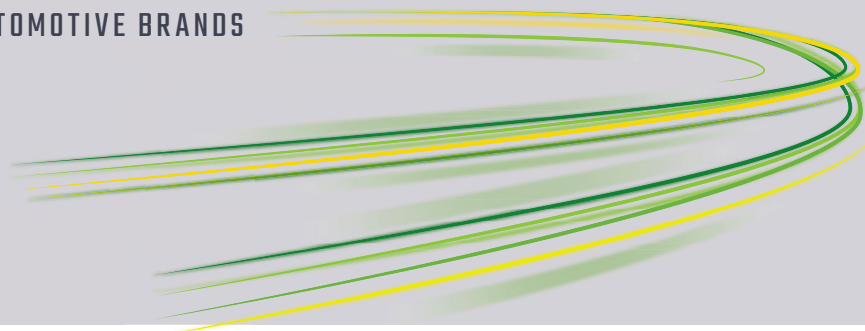
LEE ROWLAND - SALES AND MARKETING MANAGER, DENNIS EAGLE LTD



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
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DRIVING AUTOMOTIVE BRANDS



greensquare®

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