

COGpromo[®]

**ON-SITE TRADIES
PROMOTIONS
PRODUCT SUITE**

Case Study – MATTBUILD

MATT BUILD

DISCOVER



THE COG PROMO APPROACH TO BRANDED ON-SITE TRADIES PROMOTIONS PRODUCT



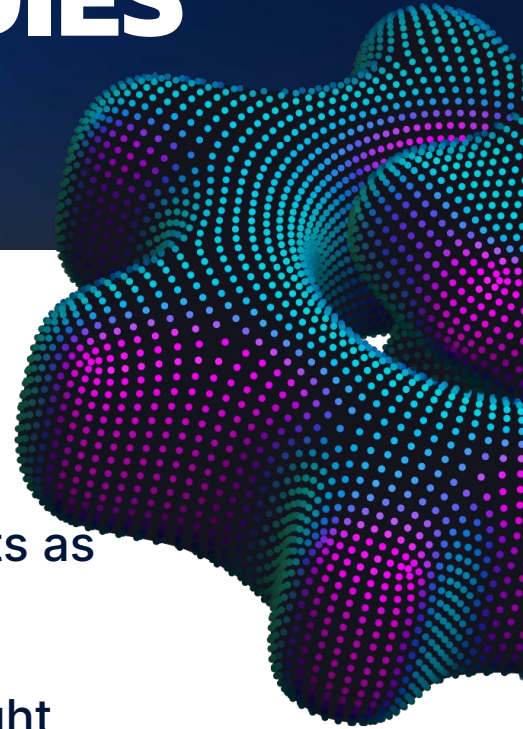
MATT BUILD

This document will introduce you to one of the COG Promo On-Site Tradies Promotional Product projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and print marketing services.

Read through, enjoy, and get in touch anytime!

START!





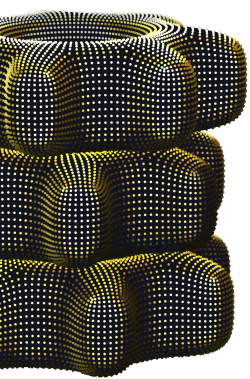


ABOUT THE CLIENT

Matt Build are a Sutherland Shire home construction company building homes across Sydney for over 10 years.

Our promise is not only to turn your vision into a reality but to inform, educate and involve you pre, during and post – build.

INSTIL CONFIDENCE . BUILD TRUST . DELIVERING OUR PROMISE.



MATT BUILD

FROM THE CLIENT

“COG Branding are a great bunch of people that do great work and can be trusted. Always thinking of something we haven’t thought about and making sure we’re building brand and making us look as good as we can”

- Matt Chapman, Director.

MATT BUILD



THE KEY COG PROMO SOLUTIONS IN THIS PRODUCT PROJECT.

PLANNING

The COG Promo approach to corporate promotional products is to start with the end product and the end recipient, and then work backwards from there – this functions as a reverse brief.

For this project we need to ensure the broader objective of creating custom promotional products remained in sight.

We audit, research, plan and assess – all before any design commences and any promo specifications are set.

DESIGN

The Tradies Promotional Products by COG Promo Agency Sydney is a comprehensive excursion into how you can deliver a diverse range of useful and robust promo products.

The actual product focus was to provide the most functional and tough delivery of useful products to ensure staff would be encouraged to use company products and have some fun with the brand they have a stake in.

PROMO PRODUCT

A key part of this project was the to honor the design, the product and the tradie positioning of MATTBUILD. To achieve this the Promotional Products would be the core key element in meeting this brief and the required tactile experience.

With a core theme of onsite and tradesman lifestyle, the promo products needed to be functional and tough enough to last more than a week on site.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Promo for our astute and confident project management.

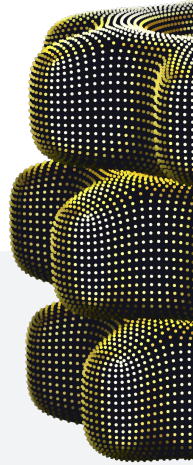
Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Tough Products**
- **Useful And Functional On A Building Site**
- **On Brand**





SOLUTIONS SUMMARY



MATTBUILD approached COG Promo with a brief to deliver a tradesman's suite of promotional products for the business staff to take in site and use on a daily basis while doing their job, and general company distribution.

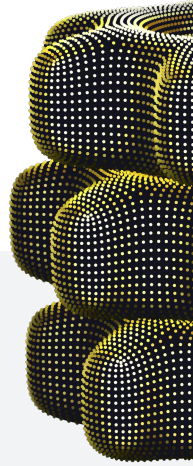
A robust strong and worthwhile delivery of event and promo product solutions was required by the MATTBUILD brand.

At a high level the promo products and marketing solutions for MATTBUILD required strict adherence to the brand guidelines and the tradies lifestyle in which their services and business operate.

MATTBUILD Promotional products are an extremely effective tool for increasing brand awareness. Providing a huge number of impressions on a regular basis for the MATTBUILD brand, knowing that promotional products were ranked as the number 1 most effective form of advertising to prompt action across all generations, the MATTBUILD Promotional Product suite would carry the brand across a platform outside of traditional digital and print mediums.



RESULTS SUMMARY



A first class onsite tradies promotional product suite that has been distributed to building sites throughout Sydney ... Project Success!

We're proud to present MATTBUILD their own customised promotional product line!

We loved working on the promo projects for MATTBUILD, we have put together a curated selection of high quality customised MATTBUILD promotional products.

These products are versatile and can be used by the MATTBUILD team or gifted to MATTBUILD customers, clients and partners.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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