

COGpromo[®]

SOILCO BRANDED ECO PROMOTIONS PRODUCT SUITE

Case Study – SOILCO



[DISCOVER](#)



THE COG PROMO APPROACH TO BRANDED ECO PROMOTIONS PRODUCT

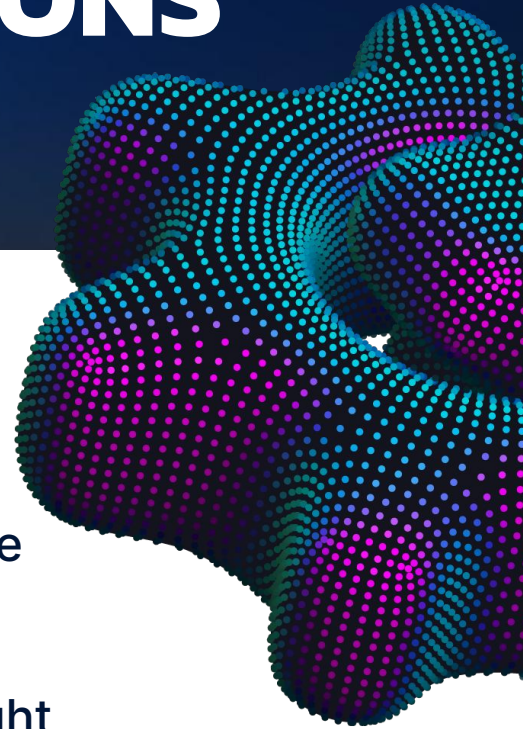


This document will introduce you to one of the COG Promo Eco Promotional Product projects as a simple case study.

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!





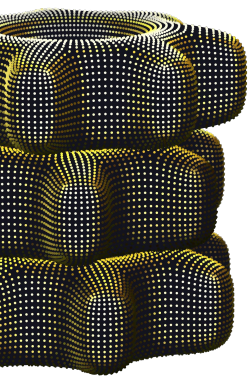


ABOUT THE CLIENT

SOILCO transforms organic waste into the world's best soil health products and services to meet the soil improvement needs of Eastern Australia and regenerate natural systems.

They design, build and operate state-of-the-art organics recycling facilities with processing capabilities new to the Australian industry. Their advanced composting technologies transform organics into quality-assured products to regenerate soil for dynamic growth.

Today, SOILCO processes approximately 100,000 tonnes per annum of food and garden waste for several local government areas.



FROM THE CLIENT

“COG Branding are a dynamic and reliable provider of high value and top quality promotional products. They meet the brief, the budget and the timelines everytime and understand how to connect our brand to our products and services”

- Charlie Emery, Director.





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

The actual product focus was to provide the most appealing well considered delivery of useful products to ensure a new audience would be stimulated to engage in a relationship with the business itself.

PROMO PRODUCT

A key part of this project was the to honor the design, the product and the close the loop brand positioning of SOILCO. 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 recycling and considering the environment, the promo products needed to be of value and not typical tradeshow junk!



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.

- **Eco Focused**
- **Cost Considerate**
- **Eco Theme**
- **Deliver Against the Close The Loop Brand Positioning**





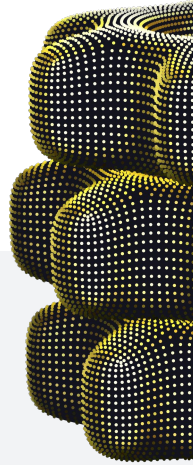
SOLUTIONS SUMMARY

SOILCO approached COG Promo with a brief to deliver an eco and environmentally considerate suite of promotional products for the business to take to events, tradeshows and general company distribution.

A neat, clear and concise delivery of event and promo product solutions was required by the SOILCO brand.

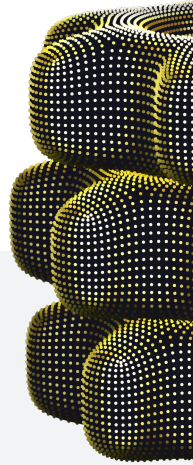
At a high level the promo products and marketing solutions for SOILCO required strict adherence to the brand guidelines and the circular economy and close the loop recycling systems in which their services and business operate.

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





RESULTS SUMMARY



**A first class corporate promotional product suite that has been distributed globally
... Project Success!**

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

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

These products are versatile and can be used by the SOILCO team or gifted to SOILCO 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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