COGbranding[®]

Rentokil Initial Art Direction Case Study





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This document will introduce you to one of the COG Branding Art Direction 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 marketing services.

Rentokil Initial approached COG Branding with a brief to drive the creative direction for a new product launch, and to create the art direction that paid performance marketing, performance content marketing and print collateral would be deployed at campaign launch.

Read through, enjoy, and get in touch anytime!



Luke Sullivan Managing Director COG Branding



1 in 4 office workers don't wash their hands after using the washroom.

Signature

COLOUR

Let's talk about the elephant the washroor

1 in 4 office worke don't wash their han after using the wash



Rentokil Initial

In recognizing the imperative for Rentokil Initial to assert its presence in the Australian market, a strategic partnership with a reputable, forward-thinking brand design agency was deemed essential. The task at hand demanded not just visibility, but an indelible mark of distinction amidst the cluttered landscape of competitors.

Enter the pursuit of a Sydney-based branding agency, whose hallmark was not merely affordability, but an acute comprehension of effective communication coupled with an unwavering commitment to innovation.

Beyond the conventional realms of design, the mandate extended to harnessing the power of digital platforms, necessitating expertise in crafting content tailored for Google Search, Display Ads, and the dynamic environment of LinkedIn Advertising.

Furthermore, the aspiration transcended the ephemeral realms of one-off endeavors, pivoting instead towards a sustained partnership wherein the agency would function as more than mere consultants. The objective was clear: to forge a synergistic relationship wherein the collective insights and creative prowess of a seasoned team of branding experts would not only catalyze campaign performance but also continually refine and recalibrate strategies in response to evolving market dynamics.

Thus, the quest for a branding agency became emblematic of an endeavor to transcend mediocrity, to elevate the Rentokil Initial brand to the zenith of its potential, and to carve a niche that would resonate with the discerning Australian audience.





Case Study From the client



"Working with COG Branding Agency has been an absolute game-changer for our brand strategy at Rentokil Initial. Their exceptional creativity and unparalleled attention to detail truly set them apart in the industry.

The 'Elephant In The Washroom' art direction they developed for us not only captured the essence of our brand but also resonated deeply with our target audience. COG's ability to translate our vision into a visually stunning and impactful campaign exceeded all expectations. Their team's professionalism and dedication to delivering results made the entire process seamless and enjoyable.

I cannot recommend COG Branding Agency highly enough for their outstanding work and transformative impact on our brand."



Kate Levy Head of Marketing, Pacific Rentokil Initial





Case Study About the client

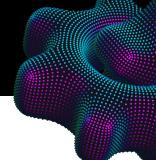
Rentokil is one of the most successful pest control companies in the world, offering a greater global reach than any other, providing innovative services and solutions in over 80 countries across 1,800 local branches, employing over 19,000 qualified pest control specialists.

At a local level, we have been helping Australian businesses and residents eradicate and treat pest problems since 1965. With over 1,500 employees, 29 branches and depots located throughout Australia and a team of 680 technicians, we are one of the largest and most flexible pest control providers in the country.

Driven by customer-centric innovation, our pest control solutions incorporate both preventative and responsive strategies to enhance protection for your business through a consistent, continuous pest management program.







ART DIRECTION

The art direction for the Rentokil Initial 'Elephant In The Washroom' project exemplified a captivating blend of whimsical imagery and sophisticated storytelling. Utilizing vibrant colors and clean lines, the campaign effectively conveyed the juxtaposition of an elephant within a pristine washroom environment, symbolizing overlooked issues. Through clever use of symbolism and metaphor, the art direction sparked curiosity and engagement while maintaining brand coherence. This case study showcases how strategic visual storytelling can elevate brand messaging, driving meaningful audience interaction and reinforcing brand identity.

VIDEO EDITING

In the Rentokil Initial 'Elephant In The Washroom' case study, video editing played a pivotal role in bringing the campaign to life. Through seamless editing techniques, the video content enhanced the narrative, capturing the attention of the audience and reinforcing the campaign's messaging. From precise cuts to creative transitions, the video editing contributed to the overall success of the project, amplifying its impact and engagement.

SOCIAL MEDIA PAID PERFORMANCE PRODUCTION CONTENT

In the Rentokil Initial 'Elephant In The Washroom' case study, social media paid performance production content played a crucial role in amplifying the campaign's reach and engagement. Tailored specifically for various platforms, the content was meticulously crafted to resonate with target audiences, driving traffic and conversions. Through strategic placement and compelling messaging, the production content effectively contributed to the campaign's success, generating significant traction and brand visibility.







The typical office worker's hands come into contact with 10 million bacteria every day¹

- After using the toilet your hand can have a sq. inch bacterial population count of over 200 million²
- 1 in 4 office workers don't wash their hands after using the washroom
- Only 20% of people dry their hands after washing³ - and damp hands spread more bacteria than dry hands by 1000 times⁴
- Contaminated hands can transfer viruses to more than 5 other surfaces⁵
- The simple act of washing hands can reduce the risk of getting a stomach bug by as much as 47%⁶

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2016 Rentokil Initi Registered office: Camberley, Surrey The names Rento



Case Study Main challenges

If you're going to do anything in the graphic design space, there's one term you're going to want to wrap your head around—and that's art direction.

The COG Branding art director has the responsibility for setting the tone, driving artistic decisions and managing the artistic team working on the project.

We proactively engage our clients during the project phases to ensure we meet the exact requirements as well as understand the expectations.

- Harmonizing with brand standards while intricately aligning with the envisioned creative trajectory, ensuring a seamless fusion of familiarity and innovation.
- Interweaving the essence of the product with the overarching creative narrative, forging an intrinsic link that resonates with the audience on a deeper level.
- Orchestrating campaign coherence across an intricate tapestry of touchpoints and channels, fostering a unified brand presence that transcends disparate mediums.
- Cultivating an immersive and authentic brand journey, where every interaction echoes the essence of the brand, fostering lasting connections and memorable experiences.





Case Study Brief summary

Rentokil Initial approached COG Branding with a brief to promote the Signature Colour range and, by extension, Initial Hygiene Strategy.

Promote Signature Colour: Make sure businesses know about Initial's innovation: Signature Colour. A competitor is about to launch their colour range, so we need to own this space. Get on prospects' radar!

Generate awareness: Provide cut through via dynamic creative across multiple touch points that engage prospects. Generate quality leads for our sales teams across Australia, with particular focus on metro areas.

Initial are the global leaders in services that help businesses mitigate and diminish hygiene risk, creating healthier working environments. Initial aims to be innovative and helpful, always evolving to better meet the needs of our customers and their customers: end users in commercial washrooms. We launched a new washroom range, Signature Colour and we need to raise awareness of Initial and Signature Colour in the business services market. Our solutions and services must be positioned as the best in category.

We need to promote Initial's core services, and Signature Colour gives us an aesthetic and fun way to highlight our service lines. Every site needs a feminine hygiene solution, but businesses benefit from doing more for their employees and visitors.





Signature COLOUR

Introducing the Signature COLO Explore our range now.



Case Study Solutions summary

The COG Branding solution is a unique and innovative approach to managing the creative direction for the campaign via the well known saying "The Elephant In The Room". This was a core pillar and when connected to key insight that a large percentage of office workers don't wash their hands after using the bathroom, the concept was set.

For B2B communications that are focused towards a corporate office based audience, deploying the campaign primarily on the LinkedIn feed offered a tactical solution.

Deploying the digital marketing advertising campaign across the LinkedIn, Google Display Networks provided the Elephant in The Washroom Campaign accurate reach and delivered to the correct target. Over 100 pieces of campaign production items were deployed and specifically targeted at the correct demographic and business sectors.

The CPC campaigns included the deep dive into traffic and budget management via Google Analytics behind Google Ads and the insights services behind LinkedIn business manager (fresh from the Microsoft acquisition).

With the client demanding attention to detail, a strict adherence to the global brand guidelines and the actual brief, this creative direction and digital marketing project tested our Sydney digital agency and our ability to creative an award winning campaign that cuts through and stimulates category growth for the client. The Elephant In The Washroom was a new type of campaign for the Rentokil Initial brand and COG Branding are proud to have led the client through a new and daunting advertising space.





●●●○○ Virgin Mobile 🗢 2:09 pm Initial Australia 673,925 followers Initial 1 hr Introducing the Signature Colour Range Initial. For a super-hygienic and modern washroom. Click to explore ttps://lnkd.in/ 1 in 4 office workers don't wash their hands after using the AND DESCRIPTION OF washroom 60% of time off work illnesses are contracted from dirty office equipment 0000000000 Signature Colour - Serviced by I http://www.initial.com.au/signature/



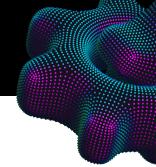
Case Study Results summary

Go live with project Success!

The Elephant In The Washroom campaign orchestrated by COG Branding proved to be a resounding success, with a remarkable surge in content engagement witnessed across various social media platforms. This heightened interaction not only underscored the effectiveness of the creative concept but also stimulated direct responses and vibrant commentary from audiences.

Moreover, the campaign's resonance with the core insight—that "1 in 4 office workers don't wash their hands after using the washroom"—further fueled its impact, eliciting profound reactions and discussions.

As a result, the campaign achieved unprecedented levels of impression on LinkedIn, bolstering brand visibility and solidifying COG Branding's reputation for delivering compelling and commercially viable creative solutions



Where We've Earned Our Experience



COG branding[®] Small Business Growth Marketing Agency



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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 marketing ROI, you must step up and take branding 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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