

2021 / CASE STUDY

The marketing agency that performs, time and time again

INTRODUCTION

Sometimes in a marketing agency egos and concepts get in the way of performance and return on investment.

At ThinkOTB we have an unparalleled appreciation of what SMEs and marketers for global blue chips want from their marketing agency – you want best performing marketing, time and again.

Whether it's a full rebrand and marketing strategy or a new website and digital marketing campaign, you need it to get your customers spending, change their attitudes and create desire, all for an economical budget... And that's exactly what ThinkOTB has been doing for over 30 years, with award-winning results.

HERE'S JUST ONE EXAMPLE OF OUR RESULTS-FOCUSED MARKETING IN ACTION:

Challenging perceptions to reignite recruitment

When we were appointed to work with West Yorkshire Fire and Rescue Service, it had been over seven years since they last recruited a full-time firefighter.

Their recruitment drive was lacklustre and in need of a revamp. We developed a region-wide integrated recruitment campaign to guarantee effective and sufficient cover was provided across the whole of West Yorkshire. It was imperative that the campaign challenged the stereotype of what constitutes a 'typical' firefighter in order to attract a diverse pool of as many candidates as possible.

ThinkOTB developed a full creative concept which we rolled out across a suite of print and digital assets, including microsite, brochure, films, posters, flyers and event stands.

These assets helped successfully challenge the perception of who might become a firefighter, by displaying people from all walks of life in uniform. We were also eager to emphasise the sense of pride that comes with serving and protecting your local community, as being a firefighter is so much more than just a job.



Let's talk

Now you've seen how ThinkOTB is the chosen marketing agency for businesses of all shapes and sizes, if you want to know more about how we can create results-focused marketing for your business, contact Jo at jo.waddington@otbagency.co.uk

If ThinkOTB can help, we'll put the kettle on and talk over your marketing needs around a table or on a video call – it's fundamentally how we like to work.