



CASE STUDY

Actemium

A diverse network under one identity

Actemium UK has multi-disciplined expertise across a wide variety of market sectors, centred around mechanical and electrical, automation, design and renewables.



incognate

As a large and growing group made up of autonomous business units and spread across several locations, it was important to Actemium that they were able to communicate the full range of their capabilities, both externally and internally, with a clear and consistent brand identity across all sales and marketing collateral.

Building a library of content

Actemium's Marketing and Development Director, Nick Chambers, was introduced to Incognate through their sister company, Axians UK.

After an initial chat with our Director, John Bancroft, Actemium decided to test the water with a brochure for one of the business units. They sent our team away to work through the Actemium website to understand what they do, the sectors they work in, and how the different units work together.

Nick was keen to achieve a more authentic, humanised brand identity, which we achieved through the tone of the writing and the quality of the design, with team members appearing in the brochure images.

As our relationship continues to grow, we are now creating brochures for each solution and business unit within the network, providing a structure and consistency across all materials.



“I wanted to work with someone that would drag out of me the creative ideas! That I could work with on a long-term basis to build a portfolio of material”

“It's the best recruitment tool we could ever have. Talent can look at the messaging and think, 'I like the feel of that place'”



Inventing the wheel

It quickly became clear that, given the complexity of the group and the diversity of expertise, a visual representation of the Actemium group offerings would be highly effective on this – and eventually all – sales brochures. And so, working closely with Nick Chambers, Marketing & Development Director at Actemium, the Actemium Wheel was born.

The Actemium Wheel is a graphical representation of the group's business units, solutions, market sectors, and how they all work together.

The wheel was designed to represent everything Actemium does, whilst also maintaining a strong visual and tonal relationship with their existing website. We pulled through elements of the website design into the wheel graphic, using icons to sign post sectors and continuing a consistent colour scheme.

For Nick, the results were an instant hit. 'When I first saw the graphic, I was gobsmacked. I've worked here for 16 years, and I know everything we do, but to see it all on one page like that, I thought, 'wow!'

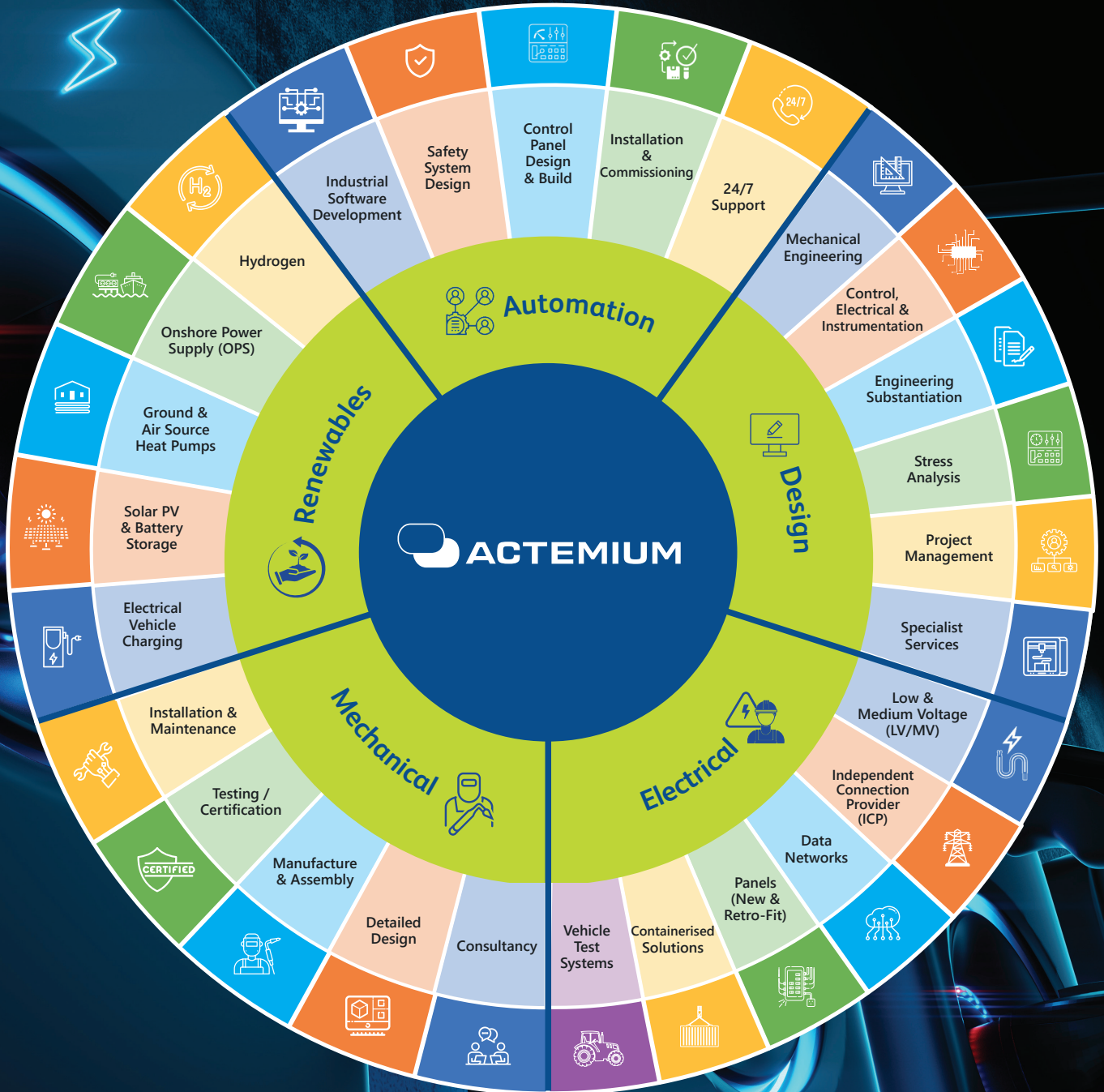
The wheel has now become integral to all the content we are creating for Actemium as an effective tool to quickly communicate an overview of the group.

"An absolutely massive bi-product"



"[The Wheel] is going to become central to how we talk about ourselves, and that was not planned. That's an absolutely massive bi-product of working with Incognate"





The wheel has resonance beyond the brochure content we were initially brought in to do. Whether it's a brochure or a LinkedIn post, the wheel has helped give structure to Actemium's collateral, allowing them to communicate quickly and succinctly, 'this is what we do'.

As a growing business, the wheel is now starting to be embedded in new staff induction, forming the backbone of how new colleagues are educated in what Actemium does.

The new brochure content, with the wheel in pride of place, has also proved to be an effective tool in the competitive field of recruitment, according to Nick. 'It's the best recruitment tool we could ever have. People now know what we do before they attend for interview.'

An extension of Actemium's team

One of the biggest advantages for Actemium is that Incognate are seen as an extension of their team, bringing extra skills to the table. As Nick explains, 'I knew that, to achieve 'bigger, bolder, better', we don't have the skills internally. We're engineers: we're not copywriters, we're not designers. We've had a massive uplift in quality of materials produced because we are not doing it ourselves.'

As we've got to know Actemium's business in depth, the production of new brochures is streamlined, increasing the time to completion and strengthening the brand consistency. Actemium were even able to launch a dual campaign for data network infrastructure with Axians UK, their installation partner, using the same content.



"We've had a massive uplift in quality of materials produced because we're not doing it ourselves"

"We are coming to the experts to give us the quality of output that we want."

"Incognate have become an extension of our internal team"



A long partnership

Going forward, we are continuing to work with Actemium to complete their content library, but also creating content to help them reach out to target markets.

The next big step is to create an interactive 'playbook' for Actemium that can be used for multiple purposes and grow and evolve with the business over time.

We look forward to working together into the future, a feeling shared with Nick at Actemium: 'as a company, we focus on long-term close relationships with partners and suppliers, and we've certainly got that with Incognate.'



"The average sale requires **seven to 10** touches with the brand before a potential buyer converts into a customer".

(Forbes)



"**54%** of B2B marketers find producing engaging content is a persistent challenge".

(CMI)

Services delivered:

- Creative consultancy and design
- Boilerplate creation
- Collateral creation

If you would need to sharpen your propositions, accelerate demand generation and create thought-provoking, visually engaging content get in touch on **01844 211 690** or email **marketing@incognate.com**

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