



## Vax

Vax, based in the Worcester, is the UK's largest floorcare specialist.

### ROUTE

Vax used MediaCom (the UK's largest media buyer) to select the best Midland-based Brand Consultancies and to manage a 5-way credentials pitch. Three agencies were selected to present a creative pitch. IE Design Consultancy was appointed in November 2005.

### BACKGROUND

Having become no.2 in the floorcare category Vax recognised that the brand lacked a consistently managed, recognisable image. Whilst name and logo were non-negotiable the long-term absence of disciplined application had resulted in a confusingly diverse visual identity. Vax recognised that they had gained their current position through an almost exclusive appeal to consumers on the basis of no nonsense value.

### BRIEF

To reposition the Vax brand, retaining the value aspect and complimenting it with additional values including expertise, technical innovation and care. To create Brand Communication Guidelines covering print design and screen based manifestations of the brand and with a specific remit to concentrate resources upon catalogue-based advertising e.g. Argos, Littlewoods, Empire, Grattans etc.

“Congratulations on winning the pitch. It was a pleasure to see design with such clear strategic thinking. IE Design Consultancy was by far the best. I look forward to working with you in the near future.”

Naomi Brennan, Marketing Communications Manager, Vax

### TIMEFRAME

8 weeks from pitch to delivery of Brand Guidelines. Additional work ongoing.

### BUDGET

Initial Brand Communication Guidelines £14K. Subsequent spend Year 1 (brand strategy, packaging, web, catalogue design) £260K

### OUTCOME

Brand Communication Guidelines have been delivered. Vax appointed IE Design Consultancy to carry out all packaging design and catalogue page layout as of December 2005. Designs were refreshed in late 2006 and a new e-commerce website launched. As of September 2006 Vax overtook Dyson in terms of unit sales and have become the number 1 UK floorcare specialist. New product launches are currently underway for 2007. IE Design Consultancy also continues to maintain Vax's ecommerce website (currently generating over £1,000 of sales income/day).



### SERVICE OFFERING

- Brand Audit
- Creation of Brand Guidelines
- Application of Guidelines to full range of catalogue pages and packaging ranges
- Ongoing provision of consultancy, packaging design and catalogue page layout
- E-commerce web design, programming and support
- Exhibition design
- Point of sale design
- Video and interactive media

## FIND OUT MORE

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