

# CASE STUDY

## MARKET SIZING AND VALUE PROPOSITION DEVELOPMENT IN THE CONSTRUCTION SECTOR

### Background

Our client, a rain-screen cladding company, wanted to understand how to influence the specification of their range of products and services. Research was needed to inform their brand refresh to provide unbiased insight to re-define their value propositions to different influencers and decision-makers.

### Outcomes

- ❖ The research study explored and clarified the perceptions of our client's brands, products and services in the marketplace
- ❖ Insight clarified their point of differentiation and the information requirements of key players and the buying committee
- ❖ Unbiased, transparent, value propositions and content themes were created based on the needs of the market
- ❖ Digital marketing strategy recommendations were supplied to their marketing agency to include within their plans



*"The information gleaned from the results of the survey we did, gave us the confidence to move forward with a brand refresh and website rebuild with a clear perspective of our target audience requirements and expectations" - Sales Director*



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