

999

DBA Design Effectiveness Awards 2012

PEAK SCIENTIFIC.
A RE-BRAND WITH
A TOUCH OF GENIUS &
30% INCREASE IN SALES.

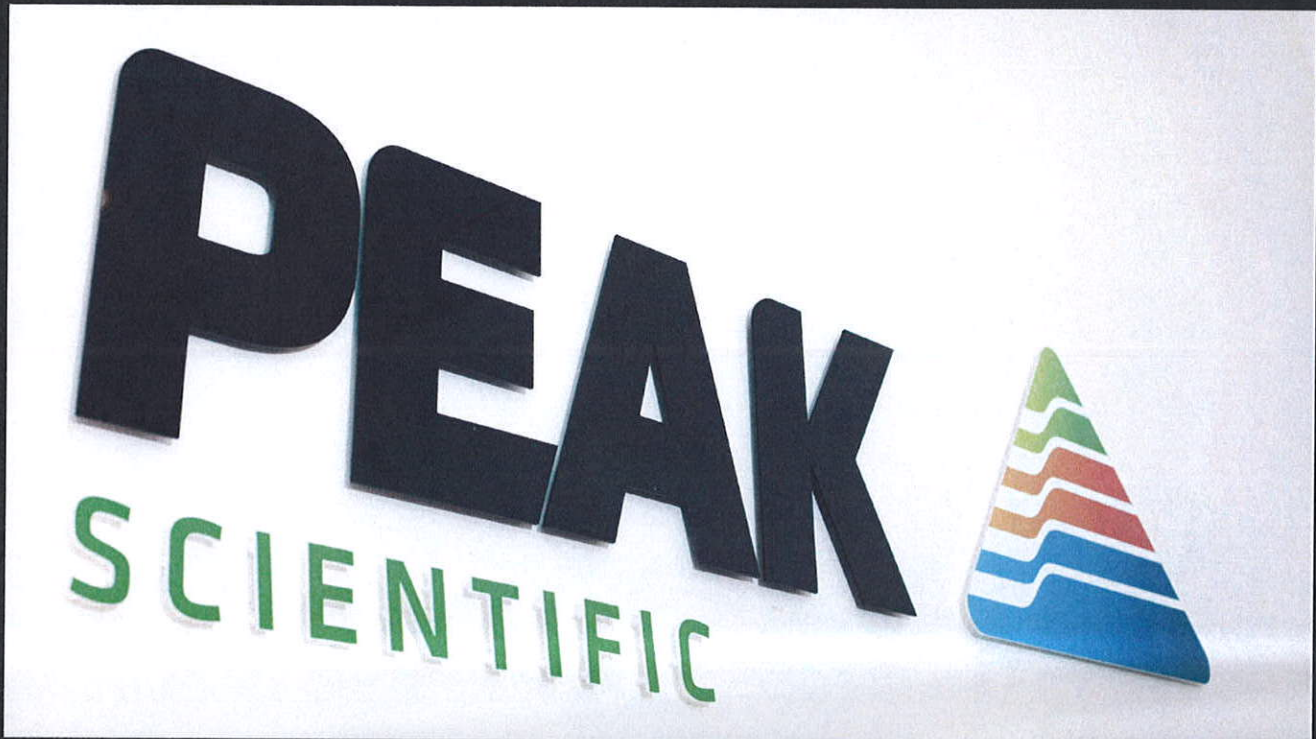
1.2 Corporate Identity

Design and implementation under £100k

Peak Scientific

999 Design Group Ltd

6th June, 2011



“

For us, 999 'got' what we're about, and most importantly, developed a global look that worked for our international markets. Peak operates in a highly competitive marketplace and our main competitors are significantly larger than us; but our rebrand investment has played a role increasing our market share by 5% and growing sales revenue by almost £3.6 million.

”

June MacGeachy, Joint MD Peak Scientific



EXECUTIVE SUMMARY

The Brand and the Touch of Genius.

Peak Scientific is a gas generator manufacturer. It sources high performance parts to create generators that ensure gas purity and reliability for laboratories worldwide.

The gas generator market is fiercely competitive with the industry's giant, Parker, claiming a 65% market share. Peak's small manufacturing base in Glasgow was already punching above its weight with a 10% share of the laboratory market and a Queen's Award for Enterprise (80% of their customers are overseas). However, they had a new product range to launch and wanted to expand into new territories. They hungered to be taken as a serious contender to Parker: but lacked the ability to articulate their strengths and called on 999's support. We developed a messaging strategy and overhauled the brand to help position Peak as a global player.

We analysed the brand issues holistically - comparing the company brand to the product brand. We saw a 15-year-old brand identity with some equity and a group of excellent products, pregnant with innovation, but in need of some strategic marketing. Innovation in product development had overtaken the brand message. With a world audience to reach their marketing budget of £135,000, (1.3% of turnover), was spread thin. Peak needed more compelling and memorable messaging to make their minimal advertising activity count.

Our re-branding and marketing strategy to highlight the new products' 'added value' and innovation, presented Peak as a contemporary, more dynamic and visible entity; helping achieve increases of 30% and 5% respectively for sales and market share.

There were two challenges: to maximize Peak's genuine innovation and reflect this in a re-juvenated brand. We badged the new product range as 'Genius'.

'We have nothing to declare but our Genius' became the marketing lynchpin and, with the new brand identity, a new chapter in Peak's commercial history began.

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30%
INCREASE
IN
SALES

A HELPING HAND
TOWARDS A
QUEEN'S
AWARD FOR
ENTERPRISE

5%
INCREASE
IN
MARKET SHARE

PROJECT OVERVIEW

Outline of project brief

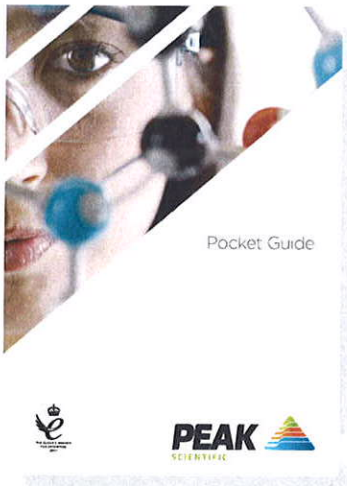
Key client objectives were:

- Re-energise the Peak Scientific brand identity
- Make it fit for purpose and consistent in our global markets - USA, Asia, China, Europe and Australasia
- Help us maximize our investment in advertising, print and on-line spend through messaging

After a series of intensive research workshops with Peak's marketing, sales and engineering teams, 999 identified the company's position as a serious 'challenger' brand to the industry giants. It was clear to us that Peak punched above its weight through the delivery of innovative products, outstanding after sales service and a value for design. In a market where products are traditionally seen as merely functional, Peak Scientific was continuing to innovate in the design and development of its generators.

"Our aim is to have status and recognition in every international market. The brand should look established, confident and reliable. Innovation and service are important to us."

June MacGeachy, Joint MD Peak Scientific



Air Dryers

Attachable to any compressed air source: Peak Scientific Air Dryers deliver air so dry it makes you feel thirsty. Compact and lightweight, these Air Dryers are a must-have for any modern laboratory. The Air Dryers come with just a few moving parts and are very sturdy products - ideal to prevent moisture contamination in any of your applications. A match made in heaven indeed.

"Smoother, quieter and more efficient, our gas generators offer superb technical performance and our world-class after sales service comes as standard."



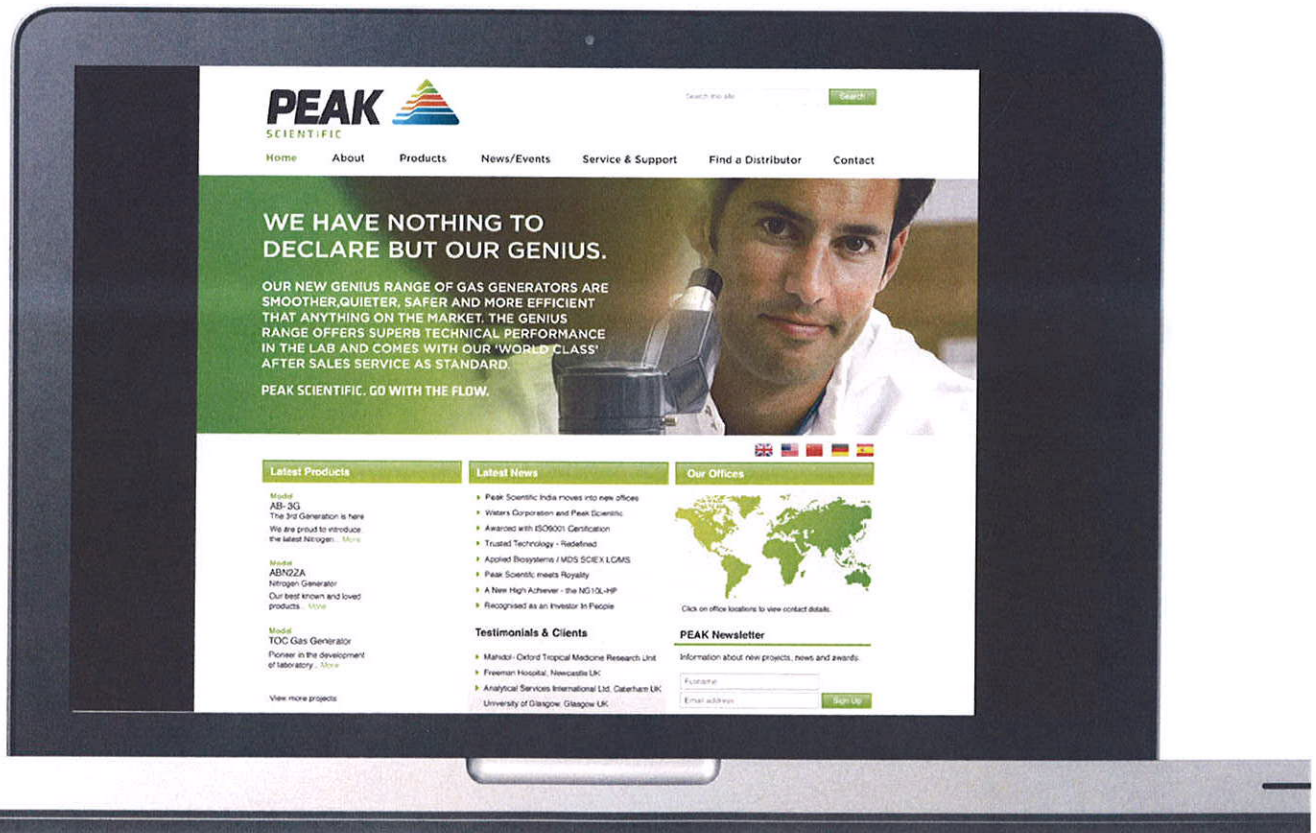


Description

Operating in a niche market, Peak prides itself in producing simple, convenient, reliable and inexpensive methods of producing usable gases for scientific and industrial applications. Industrial applications include: pharmaceutical drug discovery and testing; process monitoring in the petroleum, chemical, and pharmaceutical industries; identification of unknown chemicals in applied forensic, military, and environmental sciences; to name a few.

Historically, the industry worldwide has been populated by a few major global players who have dominated the marketplace but have been relatively complacent in their approach to brand, product development and innovation; relying instead on their logistical advantage.

Peak had started to capitalise on this complacency through product development - designing in new product benefits and designing out the negative aspects and flaws inherent in the first wave of new gas generators; making them more efficient, environmentally aligned and user friendly. We identified Peak's approach to product development and innovation as key to the brand's personality. Our messaging strategy capitalized on this and it is Peak's unique personality that now gives them stand out in the very traditional market in which they operate.





Overview of market (January 2010)

The gas generator market is relatively simple. It is dominated by one global player who now owns 65% of the market. Dominic Hunter was acquired by Parker, six months prior to Peak's re-brand, further strengthening its grip on the market.

	Staff/Offices	Market share
Parker	57,000 staff	45%
Dominic Hunter	45 offices worldwide	25%
Claind	37 offices worldwide	10%
Schmidlin	Not available	10%
Peak	3 offices (95 staff)	10% (now 15%)



Parker's scale means that it always has a much larger advertising presence than the competition, and Peak's marketing budget of £135k paled in comparison.

It is important to note too that pricing promotion was not a factor in Peak's increased revenues. In fact, despite the competitiveness of the market place, Peak has continued to hold the price of its generators (which range from £1,500 to £40,000).

Peak's Head of Sales, Lawrence Docherty, recognised that; "Asia is the biggest market: China is growing and although India had slowed down it seems to be showing signs of picking up again." In the West, Peak had not capitalised on their product innovation and wanted to use this to focus on growing their US presence and tapping into the perceived opportunities in Asia.

Trade shows introduce brands to new audiences and first impressions count. The existing brand looked tired and like a second tier manufacturer. Peak had decided to increase its presence at international events and exhibitions to encourage more B2B trade, spread the word on their new products and launch their new brand and proposition with a splash.

Such was Peak's faith in the benefits of their new product range, and appetite for expansion, that they invested £ 85,000 in the re-brand project. A year on, sales were up by 30% taking the company's annual turnover up to £14.7 million.

Project Launch date – May 2010

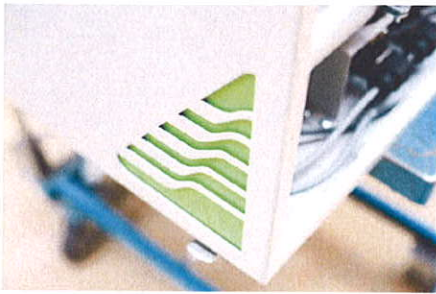
Design Budget – 85 k – GBP



Outline of the design solution

Reading between the lines, the challenge was to design a brand model that would carry Peak into the future, be consistent and ensure recognition in all their markets around the world. The old company logo was known for its pyramid shape made up of a series of baselines which represent purity within the industry. The purity level of gas produced is the criteria used to compare generators. As such, we recognized that the pyramid was key to the brand and held significant equity, however, we had to bring a new energy to the brand identity to ensure a more powerful message was broadcast.

The new identity had to confirm the brand as a global player, sit confidently in every market and be a mark that equated with quality, reliability and service. 999 refreshed the design to reflect these values and attributes.



After meetings with the Peak marketing, sales and product design teams we addressed their minor concerns by demonstrating the brand 'in action' across a broad range of touch points. We quickly gained support for the direction and vibrancy of the new design, as well as test-marketing the messaging, through a series of staff workshops.

We next turned our attention to what we believed to be the most inspiring aspect of the company, their pursuit of innovation and product development. After a couple of days spent with the engineers we understood why Peak's new generators would stand out – they could be easily customized and offered significant reductions in noise pollution and vibration. These features are of huge advantage in the laboratory environment. Add to this an almost fanatical approach to after sales service and the value to customers was clear.

PEAK[®]
SCIENTIFIC



Perfect Partner

Smart, sensitive generator offering two gases and high levels of purity seeks needy laboratory for great partnership and success.

P.S. Can recover very quickly from power cuts and likes to stay 'turned on'.

and he loves to see an old single

PEAK SCIENTIFIC has once again risen above the major industry players by innovating the **Fusion 1010**, a generator that provides both **Zero Nitrogen AND Zero Air** from a single system.

Its unique features include a 'Rapid Restart' function that allows the **Fusion 1010** to be operational again after a power cut in a fraction of the time that it normally takes to re-start a system.

Peak's unique new generator supports both GC- ECD and GC- FID applications.

The **Fusion 1010** essentially combines two technologies to produce Zero Nitrogen (ultra high purity nitrogen (99.9995%) with no hydrocarbons) and Zero Air (Air with no hydrocarbons) from 2 separate outlets within one brilliantly engineered generator.

The system guarantees production of high purity results - even in highly polluted environments. As a result, with Peak's **Fusion 1010** hydrocarbons will not cause a higher baseline.

Another important feature of the **Fusion 1010** generator over cylinders is that it removes the need to re-calibrate applications (the downside of using cylinder bottles) giving highly consistent and technically reliable analysis results. A single sample will reliably give the same results each time.

Under these superb innovations lie a myriad of standard features Peak Scientific pack into every generator supported by the best after sales care package in the industry.

VGL GSOH and friendly WLTM similar for LTR
For your perfect laboratory match get in touch
www.peakscientific.co.uk

PEAK SCIENTIFIC. GO WITH THE FLOW.



Peak's new generators, however, were being launched as extensions of an existing range. We felt a more powerful story was required and achieved this by introducing product marketing as part of the brand marketing.

999 applied the richly deserved adjective 'Genius' to the new range of generators. This was what we muttered to ourselves anyway, as the Peak engineers demonstrated each innovation step-by-step. Highlighting these technical innovations and benefits in a manner befitting the improvements seemed appropriate.

Via a small but focused marketing campaign: new exhibition materials, branded apparel, fresh product literature, a revamped web site and intranet, direct marketing emailers (pictured opposite), press advertisements, branded product range, merchandise, right down to spare part labels and screensavers; we set about establishing the brand as the 'must have' generator for any self-respecting laboratory.

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SUMMARY OF RESULTS

Re-brand commercial benefits:

Sales in the last year have increased by 30%, no mean feat in a demanding environment where research and equipment budgets have come under severe pressure, especially in public sector and educational laboratories.

Peak	Current Value	May 2010	£ Increase May 2011	% Increase May 2011
Turnover	£14,700,000	£11,300,000	+£3,400,000	+30%

This increase of £3,400,000 clearly demonstrates the value and significant ROI for their £85,000 rebrand.

Increase in market share / value

"Market share has increased massively in the Middle East, India and now in China during the last 6 months to May 2011. These markets combined have seen an £1,626,000 increase in value in that period alone, which was 7.6% higher than our projections."

Sean Bruce, Marketing Executive Peak Scientific

Territory Sales	Average p/month Dec 09 - May 10	Average p/month Dec 10 - May 11	Overall Value	Versus Prediction
Middle East	£67k	£105k	£629.7k	-
India	£35k	£42k	£ 747.6k	-
China	£85k	£124K	£ 248.7k	-
Total	-	+45%	£1,626,000	+7.6%

This represents an average of 45% increase in overall sales turnover in these specific markets since May 2010, which is 7.6% above the predicted target. Targets were based on 2009-2010 sales by territory, and adding on a projection based on previous years' patterns.

A staggering 5% increase in market share, from 10% in May 2010 to 15% in May 2011.

£3.6m
INCREASE IN PROFITS

45%

INCREASE IN SALES
FOR MIDDLE EAST,
INDIA AND CHINA -
7.6% HIGHER THAN
PREDICTED

MARKET SHARE
INCREASED BY

5%

62%
INCREASE IN
SPARES CONTRACTS
AND SERVICE REVENUE

58%
SALES INCREASE
FOR CENTRAL EUROPE

Change in sales patterns

"Spares contracts have increased from 17 to 20% of our overall business. This is equivalent to a monetary increase of £91k from May 2010 to 2011. Sales turnover is continuing to grow too. New sales are growing mainly from our global presence and our expansion into new territories. Since May, we've expanded our sales to include small offices in the US, China, South Africa, Germany, India, Mexico and Taiwan. Our manufacturing base will remain in Glasgow, and we still have a presence in Australia."

Lawrence Docherty, Head of Sales Peak Scientific

	May 2010	May 2011	% Increase
Spares contracts & service revenue	£149k	£240k	62%
Central Europe sales revenue	£13.5k	£23k	58%





Improved staff recruitment

Key to delivering global expansion was finding the right sales people. The first recruitment advertisement using the new identity attracted more applications of a higher quality than previous recruitment campaigns. Peak took on 20 new recruits including 5 new Territory Sales Managers, bringing the staff levels up to 115.



Improved staff communications

Understanding Peak's technical difference through the new brand identity has given staff the language, tools and impetus to give a more professional representation of the company. The investment in their identity has increased staff confidence and sense of pride. The development of a bespoke extranet and forum has supported cohesions amongst staff and a sense of community across worldwide offices, as well as providing an online resource to support business with their overseas agents.



Introducing PEAK

Life is a gas at Peak Scientific these days! Over the years our dynamic company has stimulated Peak design engineers into some remarkable developments in manufacturing Laboratory Gas Generator. These clever people have not only greatly improved the performance of our new Gas Generators, but have further ensured that our well-established and well-loved product can stand the test of time.

Smoother, quieter and more efficient than anything on the market, our Laboratory Gas Generators offer superb technical performance in the lab and, of course, our world-class after sales service comes as standard.



IN THE CLIENTS OWN WORDS...

"The re-branding has had a more profound effect that I originally thought was possible. We have received many positive comments from the major players in our industry complimenting the new look. Sales have risen over 30% and that was not easy in the current economic climate.

Our turnover has increased by £3,400,000 so it's fair to say we have witnessed tangible commercial benefits as a result of our rebrand. It is confident and captures our passion for what we do, our quiet pride in how far we have come and our excitement for the future.

Our conversion rates have rocketed across the board, from responses to our direct mail shots and exhibition enquiries to sales per lead and increased sales. Our new identity projects a more international business and has further raised customer confidence, this has helped us expand our business into new markets including new offices in Taiwan, China, Brazil, Mexico, further expansion in the especially competitive US market, as well as a new emerging market of industrial products."

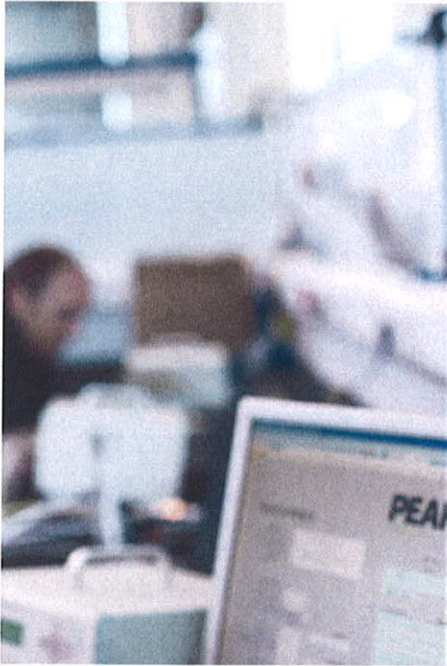
Robin MacGeachy, CEO Peak Scientific

Customer responses at Events

"The new company look has been well received at the exhibitions we attend worldwide with many of our customers complimenting our re-branding, intimating that it is eye catching, refresh, dynamic and promotes a positive global corporate feel."

Ann McLaren, Communications & Exhibition Manager Peak Scientific





OTHER INFLUENCING FACTORS

- Overall Peak's marketing spend has increased by 15%, up to £165k and equivalent to 1.1% of their turnover. This increase was to inform customers that Peak was exhibiting at major shows and that they had re-badged themselves.

The increased marketing spend of £30k is not significant in relation to the cost of the design work (£85k) and consequent increase in sale revenue (£3.4m).

- Focused direct email marketing campaigns, suitable for global marketing, were undertaken to highlight the new look and present the products in their new guise as 'Genius'. While innovative, it would be a challenge to communicate the product benefits without clear and engaging design and messaging – which was all part of our solution.
- The use of reporting tools, part of our strategic recommendations, aided Peak's understanding of what marketing was doing thus influencing their decision-making.
- Increased presence at exhibition shows, from 25 shows a year to 28 (funded from a separate events budget).
- Increased number of employees from 95 to 115, including 5 Territory Sales Managers.



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