

Create



We create great results for our clients.

At ICG we are proud of what we achieve and accomplish. As a strategic marketing agency, clients benefit from our diversity, experience and capabilities to successfully meet their objectives.

We offer a fully integrated range of in-house services matched by investment in industry leading tools and accreditations.

Here's a brief snapshot of our work and how we create great client partnerships and deliver great return on investment.

We could do the same for you.

Fully integrated in-house capabilities



Snapshot of some of our clients

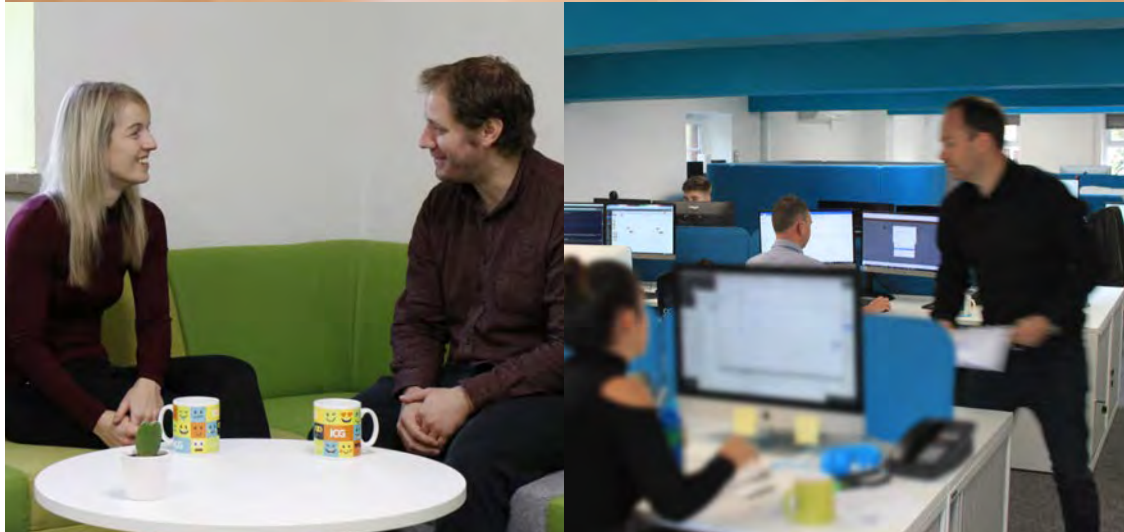


Award winning



"You guys are hands down the best agency I have ever worked with."

Marketing Manager, Dalton Park





Speaking a global language.

Language Studies International (LSI) teaches thousands of students at its network of schools across the globe.

In an increasingly competitive marketplace, it needed to refresh its branding and narrative.

A bold and colourful brand identity came to life on LSI's 78-page prospectus which was designed using a template format to allow for the English version to be seamlessly translated into 12 different languages.

A dynamic lead generation campaign on Facebook and the Google network was introduced to boost engagement and understand customer behaviours.



Online language courses are go for LSI.

Following the temporary closure of LSI's 16 school buildings across seven countries due to Covid-19, we were tasked with helping promote an innovative new campaign for online campuses for English, French and German language courses in a series of different time zones.

With significant discount incentives, the offer gave students the chance to continue any remaining study time in school once lockdown restrictions were lifted.

The campaign also included a special offer to give students free online classes with every booking of future face-to-face classes.

Working closely with LSI's Group Director, Roy Immanuel, the campaign collateral included a new website page, a digital flyer and social media assets in multiple languages as well as email marketing.

ICG also implemented an advertising campaign on Facebook and Instagram, targeting specific countries with different language offers.

Engagement on social media produced lead generation results as students looked for new ways to continue their learning during the global pandemic.

And, all of this happened with a two-day turnaround thanks to the great efforts of our design, digital and social teams.

Total PPC conversion cost reduced by

57%

in 2019

Monthly lead generation through FB ads increased by a total of

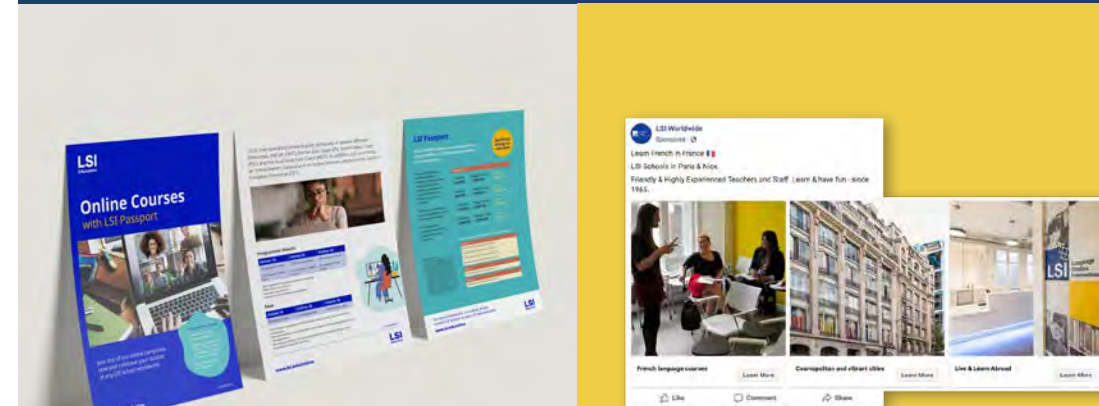
287%

Aug 2019 - Jan 2020

Total cost per lead decreased by

34%

Aug 2019 - Jan 2020





Marketing the art of window styling.

Luxaflex is the recognised European leader for window covering solutions. The brand needed a creative and pro-active marketing partner that could really push Luxaflex's unique selling points and differentiation in the UK market place.

ICG has been producing digital marketing campaigns with clear and targeted narratives that focus on USPs such as product innovation, interior design and sustainability.

We're also creating content for blogs, editorial pieces and adverts as well as video case studies to demonstrate the benefits of visiting a Luxaflex showroom.

Organic posts have grown Facebook fans to over

47k

In 2019

Impressions via Facebook advertising in six months

6million

Sept 2019 - Feb 2020

Average cost per click has reduced in the last six months to

33p

Sept 2019 - Feb 2020

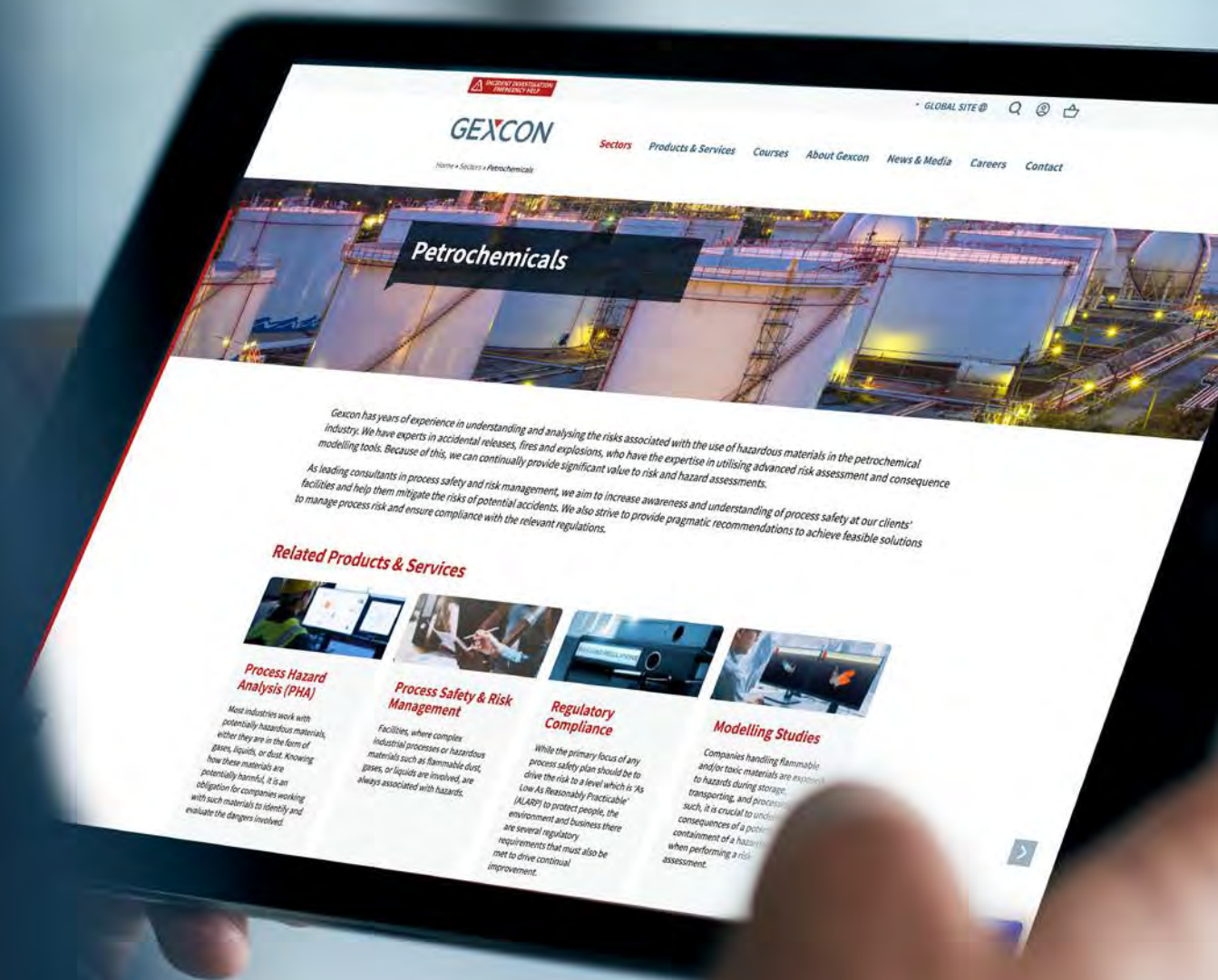


An explosion of great ideas.

Getting an in-depth understanding of our clients' businesses is an essential part of ICG's work.

And, it couldn't be more true for client Gexcon, a world leader in the field of safety and risk management and advanced dispersion, explosion and fire modelling.

ICG's digital, design and PR teams have been working closely with the risk management and safety consultants to support them on a wide range of marketing projects following a rebrand of Gexcon in late 2019. ICG undertook a thorough audit of all global marketing activity in order to cement Gexcon's position as an industry leader, in the face of increased competition.



Petrochemicals

Gexcon has years of experience in understanding and analysing the risks associated with the use of hazardous materials in the petrochemical industry. We have experts in accidental releases, fires and explosions, who have the expertise in utilising advanced risk assessment and consequence modelling tools. Because of this, we can continually provide significant value to risk and hazard assessments.

As leading consultants in process safety and risk management, we aim to increase awareness and understanding of process safety at our clients' facilities and help them mitigate the risks of potential accidents. We also strive to provide pragmatic recommendations to achieve feasible solutions to manage process risk and ensure compliance with the relevant regulations.

Related Products & Services



Process Hazard Analysis (PHA)

Most industries work with potentially hazardous materials, either they are in the form of gases, liquids, or dust. Knowing how these materials are potentially harmful, it is an obligation for companies working with such materials to identify and evaluate the dangers involved.

Process Safety & Risk Management

Facilities, where complex industrial processes or hazardous materials such as flammable dust, gases, or liquids are involved, are always associated with hazards.

Regulatory Compliance

While the primary focus of any process safety plan should be to drive the risk to a level which is 'As Low As Reasonably Practicable' (ALARP) to protect people, the environment and business there are several regulatory requirements that must also be met to drive continual improvement.

Modelling Studies

Companies handling flammable and/or toxic materials are exposed to hazards during storage, transporting, and processing. Such, it is crucial to understand the consequences of a potential containment of a hazardous material when performing a risk assessment.

Helping Gexcon meet growth targets.

Central to the marketing activity was the launch of a new, multi-national website.

The website is a comprehensive shop window of Gexcon's software products, consultancy services and fire and explosion testing with ecommerce functionality to book training courses and attend webinars.

It features comprehensive technical information and authoritative expertise on everything from the ignition and explosion properties of dust to the X-Suite, Gexcon's range of industry leading software.

Based in Norway and with offices in the UK, Europe, Australia, China, India, Indonesia, the UAE and the USA, Gexcon's teams from around the world posted messages of congratulations when the new online presence went live.

Since launch, website traffic increased

23%

2019 - 2020 (July-Sept)

I am always impressed by how responsive you guys are!

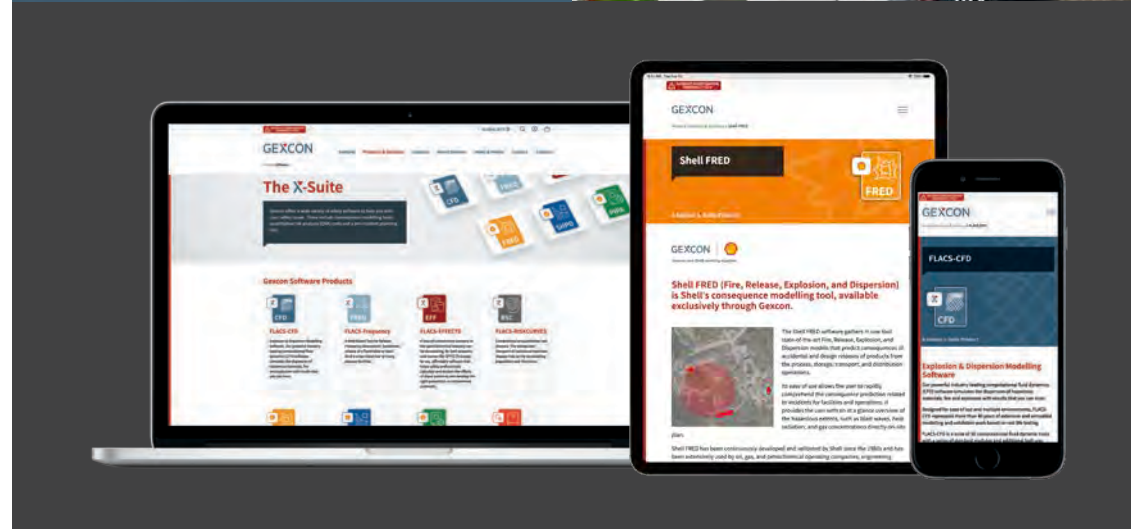
Chris Coffey
Global FLACS Product & Strategic Business Development Manager
Gexcon UK

ICG's teams are also supporting Gexcon on a series of product launches to reach out to existing, new and emerging markets.

We are working closely with the product managers to refine key messaging and deliver a multiple channel approach with organic and paid content.

Recently, we analysed trends on Google and Twitter to support Gexcon's response to the explosion in Beirut when Gexcon's engineers shared their expertise and insights from previous blasts caused by ammonium nitrate.

Consistent, pro-active and engaging marketing tactics are successfully helping Gexcon meet its growth targets.





Helping people fall in love with a new home.

Kier Living is a national house builder with a vision to shape communities and places people love to call home.

ICG started working with its Northern marketing team to provide support on everything from show home launches to digital marketing campaigns.

ICG stepped through the keyhole to support the launch of five new housing development celebrations featuring local VIPs, family-fun activities and treats.

Digital marketing campaigns were tailored to focus on brand awareness, sales offers, plot-led deals and campaign based promotions.

Split tested video post reduced cost per click by

39%

compared to single image post

Impressions via Facebook advertising in nine months

8million

July 2019 - Feb 2020

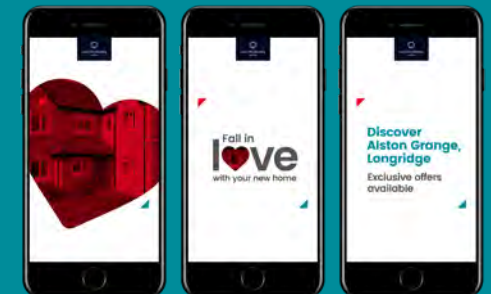
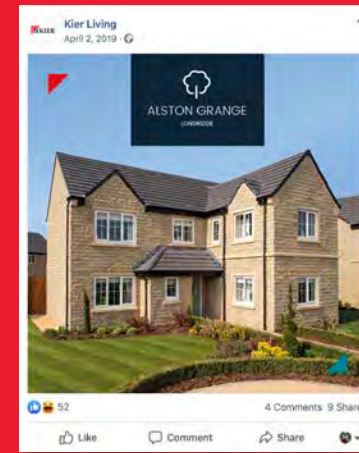
Website link clicks via Facebook advertising in nine months

64k

July 2019 - Feb 2020

"I can't believe how much we've got done this year, especially all my show home launches. Everything you do for me is very much appreciated and I just want to take this opportunity to say thank you."

Marketing Manager
Kier Living Northern



IVECO

Driving sales for IVECO and its dealership network.

ICG's partnership with IVECO started in 2011 and we have been working collaboratively with its UK marketing team to achieve real, measurable results.

Our dedicated team, has an in-depth knowledge of the IVECO brand and product range, supporting new vehicle launches and delivering tactical campaigns, both off and online.





Long-term partnership delivers maximum returns.

A responsive website for IVECO's 16 strong dealership network was designed, built and launched in 2012 to create a consistent brand message in line with head office requirements.

The custom-built content management system allows varying levels of access and enables individual dealers to update their own sub-site with new and used vehicles, offers, events and news.

ICG regularly updates the website with offers and industry news to attract new and current customers.

Continuous analysis of the site's performance means we can deliver ongoing improvements and upgrades to maximise opportunities.

ICG's robust PPC and SEO digital marketing strategies focus on delivering high levels of conversions while reducing click-spend based on user targeting and remarketing tactics.

A blend of search and display campaigns deliver brand presence and conversions while monthly audits ensure the site is technically optimised in-line with Google Algorithm updates and best in class SEO standards.

Industry insight and expertise means that campaigns are detailed and responsive to generate maximum returns.

Our work and product knowledge has led to ICG being appointed as marketing and digital partners to two IVECO dealerships.

Website traffic up by

36%

Dec 2018 - Dec 2019

PPC traffic increased by

71%

Dec 2018 - Dec 2019

Book a test drive submissions increased by

34%

Dec 2018 - Dec 2019



Encouraging results day enrolments.

ICG was tasked with supporting Blackpool and The Fylde College's school leaver recruitment campaign to encourage enrolments around GCSE results day.

An animated campaign featuring key messages was delivered on digital OOH in the local area, as well as on social channels.

When results day came, we made sure there was lots to get excited about on campus - including a snapchat filter, a giant deck chair, bespoke t-shirt printing, and selfie frames.

The success of the campaign saw ICG's digital team continue to support the college in other student enrolment campaigns.



PPC conversion cost reduced by

47%

in Q4 2019

Number of PPC conversions increased by

416%

in Q4 2019

Targeted campaign for further education produced conversion rate of

12.8%

in Q4 2019





Relaunching outlet to more affluent shoppers.

Braintree Village is a premium shopping outlet in Essex owned by Landsec, one of the largest commercial property development and investment companies in the UK.

In 2019 Braintree Village invested in a customer journey project including a name change, logo and visual identity. ICG was tasked with providing vital marketing support to attract new audiences and brand partners.

To establish the new brand and name, we implemented a launch campaign. We commissioned and art-directed a shoot in Essex to capture video for a new TV ad and online content as well as stills that would resonate with a fashion and brand conscious audience.



BRAINTREE VILLAGE

Outlet shopping in the heart of Essex

Delivering a fully integrated brand campaign

ICG worked closely with our client to deliver the campaign across OOH including 48-sheets, digital six-sheets and bus sides in key drive time areas. Press ads were delivered to key publications, radio was scripted and recorded and social content created.

Our creative team storyboarded the TV commercial and worked alongside our production partner in all aspects of production, ensuring the finished commercial was approved by Clearcast and delivered on time.

We produced new on site collateral including the shopper guide, signage and posters which needed to convey a variety of messaging.

ICG also produced creative to support internal communications and engagement with brand partners for specific promotions and special, centre-wide events such as the Black Friday weekend and sales periods.

Digital channels were used to promote the bi-annual VIP weekend event, encouraging guests to sign up in advance to receive exclusive discounts.

We implemented email marketing, social media assets and content and website collateral including blogs and The Edit - a monthly inspirational style feature - as well as overseeing digital housekeeping.

The centre's busiest EVER day on Black Friday's Saturday - sales up on last year by

10%

Sat 30th Nov 2019 compared to Sat 24th Nov 2018

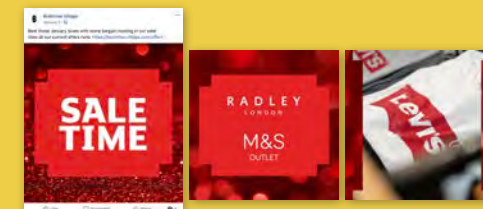
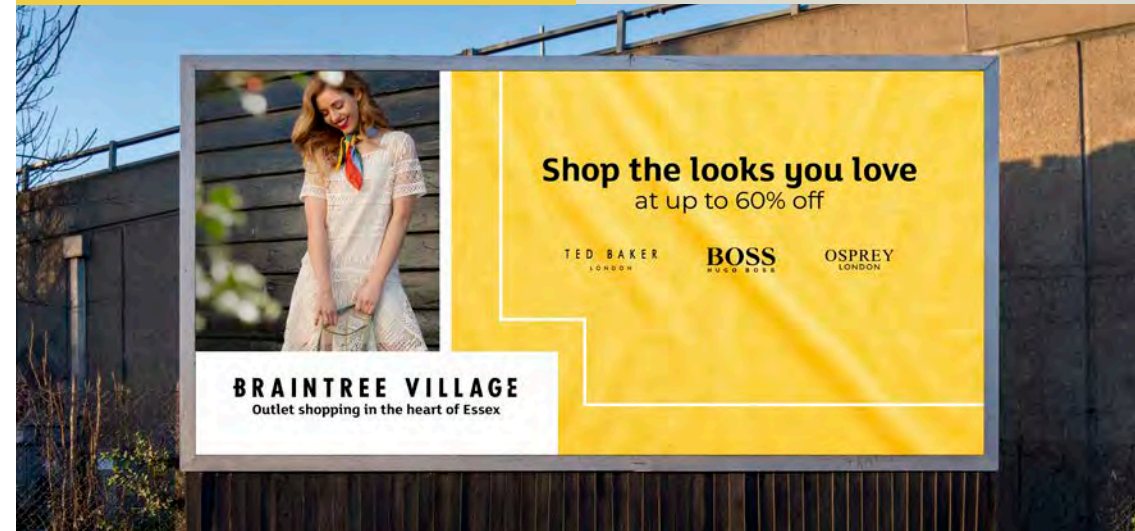
WOW!
These look amazing!!!!!!!
So so so good.

Marketing Manager
BRAINTREE VILLAGE

Footfall by target guest groups up

25%

Dec 2018 - Dec 2019





Making footfall wishes come true.

The Mall Blackburn is a community shopping centre owned and managed by Capital & Regional.

ICG works closely with the in-house marketing team to provide strategic PR, organic socials, digital marketing and design support.

We successfully delivered a campaign to generate footfall and engagement for a Christmas grotto experience with an exclusive blogger and influencer event. Video content was pushed out on social channels alongside generic marketing about late night Christmas shopping through print, outdoor, in-centre and online advertising.



Thank you so much for today! I really appreciate all you do for us!

General Manager,
The Mall Blackburn

Footfall in the week before Christmas up

2.3%

2018 - 2019

Value of media coverage

£300k

Online grotto booking increased by

135%

Compared to 2018 grotto online sales

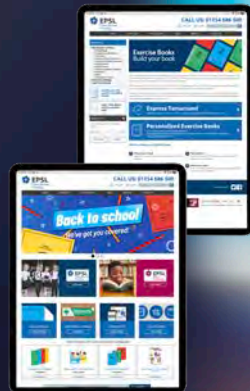


Continuous growth in online sales.

EPSL designs, manufactures and distributes more than four million exercise books and educational resources to UK schools every year.

With ambitious growth plans, ICG produced a new brand narrative to drive online purchases and raise awareness of the company's extensive product range, encouraging upselling of additional finishing options.

An e-commerce website with market leading capabilities was launched alongside a dynamic and agile digital marketing campaign which monitors trends, key buying times and industry demands to continually return maximum results.



Over £1m worth of sales generated since the new e-commerce site was launched.

Lockdown toolkit hailed class act.

The vast majority of children in the UK were homeschooled by their parents throughout Spring and Summer 2020 and those that did remain in school did not follow the national curriculum.

Parents and teachers needed to find ways to keep them entertained and educated and, with all eyes on digital technology, we created an all-encompassing campaign to help everyone during lockdown.

ICG worked with EPSL to create free resources for parents and teachers, which were showcased on a new, dedicated section of the website and promoted,

alongside relevant products, using social media and PPC. In addition, we collated a web page with links to other useful pages and online classes.

The campaign was supported by a series of emails sent to existing databases of current and potential customers (teachers). Open and click through rates were significantly higher than campaigns sent in the same period the year before.

The measurable results showed the project had captured and mirrored the mood of the nation, when everyone pulled together during hugely difficult times.

Web traffic increased by

239%

June 2020 vs June 2019

Sales return on campaign investment

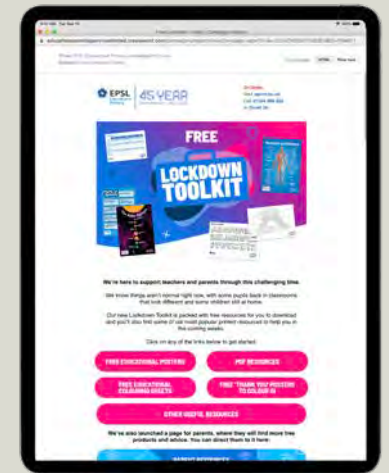
288%


May-July 2020


Free resources downloaded


+10k


May-July 2020




- 

Summer Sun Laura Appleton the posters are good xx
Like · Reply · Message · 2w
- 

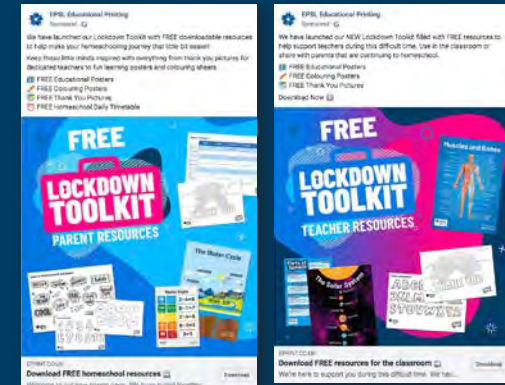
Tamsin Taylor-Dalley Fliss Davis
Like · Reply · Message · 2w
- 

Vicky Grocott Chrissi Pegg
Like · Reply · Message · 3w
- 

Joanne Amu Thank you xx some great free resources x
Like · Reply · Message · 3w
- 

Cassie Saskia Ruth Lee Amanda Wright Lisa Coates
Like · Reply · Message · 3w
- 

Gillian Peachey-Green Thank you so much, Have printed some of these off for my son while home schooling 😊
Like · Reply · Message · 3w



If you've got a brief or if you'd like to chat about your marketing objectives, please contact Peter Cobley on 01772 679 383

See our work and find out more about us at **icg.agency**



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