



The Client

Paper merchants Edwards Dunlop specialised in commercial grade coated and uncoated paper stocks primarily for commercial print production.

Although this may seem boring and unfashionable, Edwards Dunlop is a strong example of how strategic branding and design can transform a company in any sector. It also:

- (a) Typifies the reality that most design work is not glamorous; and
- (b) Corroborates our vehement belief that design should be aimed at increasing the bottom line as opposed to focusing on aesthetics.

The Challenge

In what was perceived to be an uninspiring yet still competitive market, Edward Dunlop sales had been consistently declining. Something was required urgently that would not only buck this trend with traditional clients, but also appeal to a broader range of customers. We were confidentially told that the ultimate goal was an exit strategy.

We conducted a brand audit which obviously encompasses all marketing collateral but also looked at everything from how the phone is answered at reception through to, in this case, how delivery guys presented and dealt with clients in what was technically the last client touch-point in the process. As always, a thorough investigation of the market was conducted.

The Solution

It was deemed that the promotion of the company in a contemporary Australian manner was essential, rather than the commonly-adopted use of generic American collateral that was distributed to resellers the world over.

New catalogues, books and sales tools were produced. They were designed to make the viewer think not just about the choice of stock, but what could be done with it. This was backed up by designing sophisticated working examples.

We re-scripted the introduction of every communication touch-point. This was strictly adhered to and, through our investigations, we suggested that a designated hotline be introduced for immediate answers to stock related questions.

Through its sales force, Edwards Dunlop expanded its customer base to include not only the printing industry, but design, advertising, PR and publishing companies.

The Outcome

Within the first two weeks of the company implementing the changes, Edwards Dunlop started to shift considerably more stock. Within the month, emergency supplies had to be freighted in to maintain regular supplies and future holding stock was increased significantly.

Within a year, Edwards Dunlop was bought out by Spicer Papers Group.