


Lexcelera 
GUNNEBO
CASE STUDY

Gunnebo is a global leader in providing security equipment and systems with an integrated approach covering design, manufacture and installation that includes a customised maintenance and service package throughout France and the world.



KEY BENEFITS

- The successful simultaneous launch of the communication campaign in the local and international markets
- A hugely enhanced international image for the Gunnebo Group, due in no small part to the application of the principles of internationalization

CONTEXT

When Gunnebo released its new and innovative range of safes and vaults, the company set itself the goal of not only launching the range simultaneously in all its geographic markets but also providing a message suited to an international audience. This meant creating French and English web and marketing content in parallel. The first challenge lay in successfully communicating with an informed public whilst adopting an accessible tone. Gunnebo provided a framework and entrusted Lexcelera with creating the English content.

SOLUTION

Lexcelera selected the two English mother tongue copywriters specializing in marketing material who best matched Gunnebo's requirements.

Based on the framework described by the client and the reference material provided, Lexcelera then produced a set of specifications to guide the copywriters and graphic artists.

The teams began by proposing three web page models varying in content, ergonomics and presentation. As the intended public was international, they paid particular attention to using a global approach.

The approved model was then rolled out in several versions, each pertaining to a model in the product range. Finally the content was enriched to repurpose it for use in brochures, posters, catalogues and other marketing media.

RESULT

The resource management and communication were the key to success!

- 50 web pages were created
- 50 brochures and four catalogues comprising the material from the brochures
- Three promotional videos were also created