AGENCY OF THE YEAR 2016
at the Construction Marketing Awards
MARKETING SPECIALISTS FOR THE BUILT ENVIRONMENT

Fabrick is an award-winning, full-service marketing and communications agency which specialises in construction, property and the built environment. Originally established as Fabrick - a name that has been synonymous with the construction industry for 32 years - we have evolved into Fabrick. Our new name has Fabrick, its legacy, principles and integrity woven into it and represents our market experience and integrated approach.

Our in-house team provides expertise in marketing strategy, PR, social media, copywriting, creative and print production services, web design and build, video and animation, SEO, market research, media planning, buying and event management.

With 32 years’ of construction marketing experience to call upon, we’re not just another agency. From day one we’ve focused on construction, property, engineering and architecture; working for contractors, product manufacturers, architects, trade associations, merchants and distributors, developers, housebuilders and industry standards.

The excellent working relationships we’ve maintained throughout the industry have secured us a well-earned reputation as one of the most skilled and knowledgeable agencies to work in the sector. We have an innate understanding of the built environment, helping to ensure we offer the support and knowhow that delivers tangible results and a genuine ROI.
Our In-house studio produces a range of game-changing creative solutions including illustrations and infographics. We employ experienced MAC designers as well as traditional freehand illustration artists, allowing us to offer clients a choice of bespoke solutions and designs across both modern and traditional disciplines.

Traditional illustration is as relevant in this digital age as it has ever been and can take many forms. Our in-house illustrators can create original and distinctive designs which, whilst being flexible and cost-effective, can provide memorable communications and unique brand positioning.

In today’s world where attention spans are shortening, infographics provide the ideal solution. They are a concise and visual way to communicate information succinctly and in an engaging manner. They are at the same time both educational and entertaining and can be employed as a useful tool across a variety of channels.

Our creative team delivers memorable and inspirational concepts and designs using both modern and traditional methods which form an instrumental part in growing our clients’ businesses.
Software of Excellence is the global leader in the provision of dental practice management software. To maintain the company’s market leading position, Fabrick were tasked with creating a highly visual way of communicating the benefits of its award-winning products whilst setting them apart from the competition.

Fabrick created and illustrated a bespoke character – Dan the Dentist – that formed the basis of a series of bespoke illustrations which showcased the challenges dental practices encounter and the benefits that customers can expect when using one of the company’s software solutions.
Let us show you how to do it

Do you monitor your practice performance every day to ensure you never miss a revenue target?

The fourth immutable law of practice performance is setting your team individual objectives and tracking them daily; ensuring you hit your revenue target.

Research shows that 80% of practices admit to not knowing enough about their business performance, with 61% unsure of where to find the information they need to monitor and then improve their practice.

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The bespoke illustrations were used across a variety of applications from website to white papers, direct mail pieces to literature, exhibition graphics to animations, resulting in a unique branding position for Software of Excellence.

The illustrative approach, and use of Dan the Dentist, has been so successful that other Software of Excellence operations, including Australia, New Zealand and Holland, have now started to integrate the style and approach.
Following a series of brand development workshops, in which the context of the name was debated, Fabrick created a distinctive new brand for Ecobuild, the UK’s leading event for the built environment. The brand was designed to illustrate construction whilst creating a soft split between the words ‘eco’ and ‘build’, putting the focus on ‘build’ whilst maintaining the eco heritage.

The brand adopted an infographic style with a series of supporting graphics being produced and rolled out across various marketing communication channels – adverts, website, social media, literature.

This illustrative approach provided an effective, memorable and clearly distinguishable way of communicating the many different streams of the show including the three core themes of sustainable design, construction and performance. It also allowed integration of secondary themes and topics such as infrastructure, offsite, energy and BIM.
Siderise is a leading manufacturer of acoustic, fire and thermal insulation products. A clear market leader, they have been responsible for bringing many innovations to market, helping to drive not only product performance and quality but also industry best practice. To celebrate 25 years of innovation and business success, Fabrick created 25 infographics that clearly communicated 25 of their leading innovations.

The colourful and informative graphics were used for a social media campaign that helped increase brand awareness and an understanding of the company’s innovations and pedigree.
To celebrate their 21st anniversary, Roofshield – one of A Proctor Group’s most successful products – embarked on an extensive national 21 stop tour of the UK.

A state-of-the-art catering van was transformed into a well-branded roadshow vehicle which allowed Roofshield to provide free bacon rolls and mugs of tea whilst visiting merchants, contractors, architects and housebuilders.

To maximize the roadshow’s exposure and reach, they appointed Fabrick to manage its social media promotions. Our social team joined the tour where they created and posted regular on-the-road tweets and Facebook updates. To increase the reach and engagement levels of these posts, Fabrick designed a number of infographics to help communicate the tours activities, locations and updates.

These were extremely well received, with the infographics-based posts proving to be the most popular and successful.
CRASH is the construction industry charity, assisting hospices and homeless charities through pro bono professional services, sourcing materials and awarding cash grants. Whilst the charity has high industry awareness, there was a need to educate the industry on what CRASH does, whilst also raising empathy with homelessness and generating new patron companies and financial support.

Fabrick created and delivered a highly visual, multi-channel campaign based on a collection of monthly infographics. The infographics visually communicated key messages in a tailored, flexible and memorable format.

They were implemented across CRASH’s on and off-line channels and resulted in 6 new patrons being secured.
An example of how infographics are used effectively for CRASH is shown here; a booklet that Fabrick produced illustrating various fundraising activities as inspiration for CRASH’s active members.
Energy management systems provider, Powell Systems relies on its website to support the company’s sustained growth and to provide existing and potential customers with key information. They wanted a new website that would hold the attention of their customers and easily distinguish them from the competition.

Fabrick designed and created a series of illustrations that were animated, changing throughout various periods of the day to show how Powell’s products work throughout a 24 period.
The British Rigid Urethane Foam Manufacturers’ Association (BRUFMA) is the representative body for the Rigid Polyisocyanurate (PIR) and Rigid Polyurethane (PUR) Foam Industry in the UK. They approached Fabrick to help them engage with, and educate, their target audiences of Government, house builders, specifiers and contactors, on the benefits surrounding building performance relating to insulation and energy.

Our creative team produced a series of social infographics that communicated key facts and statistics in a clear and visual way, helping to improve awareness of BRUFMA, its members companies and the quality and performance of their products. They were very well received.
SmartPly’s portfolio of insulation products demonstrate many attributes that contribute to the company being a leader in the insulation board sector. Our social media campaign used infographics to clearly illustrate the features and benefits of SmartPly’s products.
Fabrick has worked with specialist land based college, Hadlow College, for a number of years, creating annual reports and prospectuses for full time and part time courses. Each year the client set us the challenge of creating prospectuses that are visually different from the previous year, and seen as a benchmark of modern design combined with efficient content communication.

Fabrick has used both illustration and infographics to create eye catching and appealing messaging. The approach lends itself to providing the client with a way of ensuring visual consistency across its documents each year, without reliance of an image library that could see the over use of selected images.
CPI Euromix is the leading name in dry mortar in the UK and Ireland. To help raise the profile of their health and safety initiatives, CPI wanted to use a character that would form the basis of their internal programme. The character was to be called RaLF (‘Report and Learn Form’), and with the help of Fabrick’s illustrator, was brought to life wearing full PPE.

RaLF has proved to be very popular and has been used in a number of different ways. He has been designed to be memorable and brings a fun element to the client’s health and safety communications.
Infographics and illustrations are a powerful, engaging, cost effective and highly visual form of communication.

Contact to us now and let Fabrick create unique visuals that will clearly set you apart from the competition.

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