

## Case Study



The Marketing Centre  
helps Braintree  
Clothing to raise profile  
and increase sales in a  
competitive retail.

Braintree Clothing has been at the forefront of producing beautiful 'natural clothing' for 20 years now, championing eco-fibres since humble beginnings in the mid 1990's. They engaged The Marketing Centre to build an on-the-ground retail presence that would raise their public profile and communicate their brand values to consumers.

### Challenge

- To help customers recognize the inherent ethos of the brand; responsible and sustainable
- To re-brand all elements of the business through all communication channels within a challenging six month time period.
- To create all-encompassing strategy for growth
- To communicate the brand through an indirect sales channel already bombarded with messages from competing suppliers.

### Solution

- The development, review and execution of comprehensive branding update including a change of positioning and updated messaging.
- The implementation of a strong PR strategy to extend the reach of the brand to influencers and potential customers as well as existing relationships.
- The creation of a support structure for the wholesale to retail channel, the main source of business to promote and develop the brand in a clear differentiated way.

### Result

- An updated brand, look and feel which better reflected the clothing and the ethos of the business.
- Extensive coverage in international fashion magazine Drapers and ongoing publicity links with key industry figures, influencers, fashion bloggers and journalists.
- Greater branding consistency for wholesale customers which enabled them to effectively communicate the revised brand to retail customers.

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*'Today there is more consumer interest than ever in Braintree's combined sustainability and design approach – however because we sell mainly through wholesalers we didn't have an on-the-ground retail presence that would raise our public profile and get our name out there. We knew people wanted to buy-in to our ethos, we needed expert marketing to make sure they could discover us.'*

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**John Snare, Braintree Clothing Founder**



## Origins

Braintree is at the forefront of high-quality, affordable and ethically produced eco fashion. Their conscientiously designed lines for women and men are made from soft fabrics including organic cotton, hemp and bamboo, creating a contemporary mix of desirable, wearable and affordable classic garments and accessories. The main sales channel is wholesale, with more than 800 accounts in the UK, Europe and 25 countries accounting for 80% of sales. Their transactional website generates the remaining 20%.

As sustainable values become more mainstream, particularly but not exclusively among millennial consumers, the brand has matured to the stage of taking it to the next level, where it will be seen as more of a fashion brand than purely an eco-label alongside some major competitors.

## Branding

Working alongside company founder John Snare and Creative Director Rachel Kelly, Emma Fisher, part-time Marketing Director, coordinated a comprehensive brief, found a design agency, facilitated agency/client meetings and consolidated feedback

delivering the project on time and to budget. In addition, she worked closely with Braintree's in-house graphic designer, with input from John Snare and Rachel Kelly on an updated "brand book" capturing the essence of the label, an essential tool for the sales and marketing team and intrinsic to the Braintree offer.

Emma worked on the development of fresh positioning for the label, a more contemporary and modern feel supported by a new "Thoughtful Clothing" strapline To define what this meant for the brand and how that could be communicated to customers, an Annual Marketing Plan was created focusing strongly on defining particular messaging, content and initiatives to suit the brand and resonate with target consumers.

## PR

As part of her role as part-time Marketing Director, she also identified the need to implement a PR strategy, one of the biggest opportunities for Braintree, which had hitherto limited presence in either business or consumer press. As a starting point relationships were developed with corporate media, winning coverage in influential fashion trade weekly *Drapers* for the re-brand in Jan 2015, for example. Emma now has links with key business press figures, leading

to coverage of the business and a profile on founder John Snare in a specialist women's wholesale magazine *Boutique* in May 2015.

## Support Toolkits

With 80% of sales, wholesale accounts are the priority for Braintree Clothing. Based on her industry experience, Emma identified the opportunities to develop Wholesale Marketing Support and Toolkits with a retail-facing brand story that would help showcase the label in-store, and to communicate more about the company to customers on the ground – "The stores buying from wholesalers are effectively our only retail outlet," she points out. Emma also developed two key 'How To...' guides to help wholesale customers launch Braintree in their shops, run events and engage customers with the brand.

## Results

The re-brand has been well received both internally and externally. As a result Braintree has been able to reposition itself and sign-up a significant number of new accounts in the boutique and premium brand space; extending its reach and growing revenues. A lot has been achieved in a short period

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When I arrived, Braintree had one employee looking after the website, all the marketing and all of the social media activity," Emma explains. "But to move the business forward, they wanted a marketing director to bring on-board some senior-level experience and to advise on the projects they wanted to undertake. It's very much a collaborative style of management, and my previous experience was soon integrated into the pool of expertise within the company.

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Emma Fisher, Part-Time Marketing Director, Braintree Clothing