

Developing your brand

Mechanisms for growth



ACW

investigate. innovate. inspire.

Brand opportunities

At ACW we believe that a great brand strategy communicates your values, your message and your personality. Strong brands have built big audiences by inspiring empathy and loyalty (strong emotive motives). We can help you to identify the values that make your organisation special. And we can also help ensure that you communicate them loud and clear.

Give it some personality

We've helped you identify your brand positioning - now you need to translate it into a visual personality that puts your competitors in the shade! We're accomplished in creating brands for organisations in the private and public sector; understanding the core of your brand and bringing it to life.

How we do it

We gather insight from workshops, investigative interviews, online surveys, audience profiling, competitor research, and usability surveys. Every project is different, so we'll apply some or all of these methods according to your needs. Everything starts with getting to know you and your customers - putting us on the inside track to success.

Brand development

We can come in as early or late in the process as you like. If you've prepared the research and the positioning, ask us

to introduce a little creativity and realise the visual nature of your brand. Need to bring printed and online materials into sync according to your brand values? If you're at the very start of your business journey, invite us to help you name and build your brand. Creating a brand presence early gives your venture a strong competitive advantage.

Ask us to create your logo, stationery, and online presence. Ask us to shortlist business names. Ask us to evolve your brand and prepare it for the future. Ask us to help you develop your brand hierarchy to reach different audiences. Ask us to reposition your offering. Ask us to write you a set of branding guidelines for perfect cohesion. Ask us to work with your in-house teams or your external agency. Ask us to come up with solutions – then challenge them, question them, and send us back to redesign.

It's your brand. Let's make it perfect.

Case study - TCS Group Geothermal heating & cooling

From the ground up

TCS provides bespoke, geothermal heating & cooling systems for commercial and residential premises. The company was founded in 2004 by Mark Glasspool and Simon Simmons, experienced engineers with an eco-friendly approach to heating & cooling.

Geothermal heating is an environmentally conscious and increasingly important technology and one that is gaining in popularity; it was essential that this message was conveyed with clarity and backed up with hard facts. As a leader in the design and installation of this exciting new technology, TCS realised their image was lagging behind in what is becoming a fast-moving sector.

TCS required an all-encompassing set of solutions to leverage their experience of this new and exciting eco-technology.

As a relatively young company the onus was for us to advise and implement appropriate marketing strategies.

Their mission is to reduce the effects of climate change from the ground up and after a thorough assessment of their company, their competitors and the market, it was decided that their branding required a similar approach!

Branding is a great way to build loyalty, elements with a distinctive 'house style' become easily recognisable - producing a positive response and a familiarity with your product or service that is hard to achieve in other ways. However, with the environment being used to sell everything from cars to lightbulbs it was important that exactly the right tone was employed in promoting TCS and this increasingly important technology.

Corporate Identity

Following on from this research we came to the realisation that TCS were one of only a few companies within this sector to offer end-to-end solutions; it was decided to segment the company into 3 divisions under a main group to promote these processes.



Stationery

A striking logo was designed and hand-drawn (on a computer; obviously!). The dots alluding to the 3 divisions within the group with colours that reflect the heating and cooling aspects of the geothermal process (red and blue) and the environmental aspect (green).

The stationery was given further impact by colour-coding the backs, with co-ordinating business cards and compliments slips.



Website

As thought-leaders within their industry, it was essential that their website be similarly authoritative and convincing. However, the need to act as a point of reference for both residential and commercial markets lead us to subdivide the topics with technical information on secondary pages. Intuitive navigation accessible to all, accommodated both the technical and non-technical. Copy was written to involve, inform and engage, with quick-links to important areas of the site.

The home page was animated and contained a mixture of imagery and statements that championed TCS, their abilities and eco-ethos.

A strong theme was developed that carried on the message of environmental responsibility whilst ensuring a strong visual identity that could be carried over and developed onto all other collateral. Attractive, clean, user-friendly and selling the ideology of going green in a convincing way were the main selling points of the site.

Up-to-date News and Past Projects sections further reinforce the credibility and stature of TCS and provide invaluable insights and reference points. We also suggested and built a Members Area, so customers could log in to view progress of their project, view specifications, timelines and images; further enhancing the user experience.



why tcs commercial?

T.C.S have partnered with quality proven reliable products which enhance the overall package being offered, leading manufactures in the market place they offer flexibility in offering the client specifically what is required on a project by project basis. The effect of climate change globally is having a significant impact on the construction industry.

save energy...

- High Coefficient of performance obtained in both heating and cooling mode.
- Energy efficient control packages.
- Ground source heat pumps
- Free cooling solutions enabling even higher Coefficient of Performance
- Water loop allows heat gain and losses to be balanced to enable heat to be removed and transferred

save the environment...

- Renewable energy source.
- Low CO2 emissions to meet new Government regulations
- Low quantities of non-ozone depleted refrigerants used.
- Low liability for carbon tax
- Low quantities of non-ozone depleted refrigerants used.
- Low liability for carbon tax



open bore hole



vertical & horizontal loop system



water based system



View our PAST PROJECTS



CONTACT OUR TEAM for more information & expert advice



GO GREEN reduce your CO2 emissions



what is geothermal heating & cooling?



Ikea Dublin

Client: Ikea Dublin
System: Vertical, Closed Loop
Size: 120kW Cooling
Collector type: 20 boreholes
- Depth 100m
Completed: 2004



The geothermal ground source heat pump system uses the worlds largest heat reserve storage facility and solar collector the ground! T.C.S have partnered with quality proven reliable products which enhance the overall package being offered, leading manufactures in the market place they offer flexibility in offering the client specifically what is required on a project by project basis.



The geothermal ground source heat pump system uses the worlds largest heat reserve storage facility and solar collector the ground! T.C.S have partnered with quality proven reliable products which enhance the overall package being offered, leading manufactures in the market place.



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past project



open bore hole

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key benefits

- High Coefficient of performance obtained in both heating and cooling mode.
- Energy efficient control packages.
- Ground source heat pumps
- Free cooling solutions enabling even higher Coefficient of Performance
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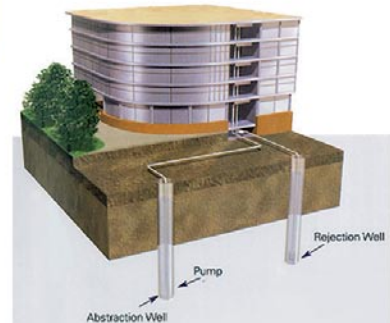
View our PAST PROJECTS



Technical Specifications



CONTACT OUR TEAM for more information & expert advice



commercial

Emailer

With the Ecobuild show looming we decided it would be a good idea to formally invite past and potential clients along to experience the TCS difference first-hand. Following on from the look and feel of the main branding, we added a call to action that featured an exclusive development between TCS and one of their suppliers; a ground source heat pump that fits inside a kitchen cupboard!

Making it easy for people to pre-register was also a consideration, with a link to the exhibition website to make the process as easy as possible and encourage attendance.

tcs group protecting our environment through innovation

discover geothermal

the eco-friendly approach to heating & cooling your home

at Ecobuild, Earl's Court, London
Tue 3rd - Thurs 5th March 09
Stand No. 1717

[click here](#) for your free invitation to **ecobuild**

The world's biggest event for sustainable design, construction and the built environment.

TCS provides the complete package, from design through to install.

Come and talk to the experts about your residential or commercial project requirements on **Stand No. 1717**.

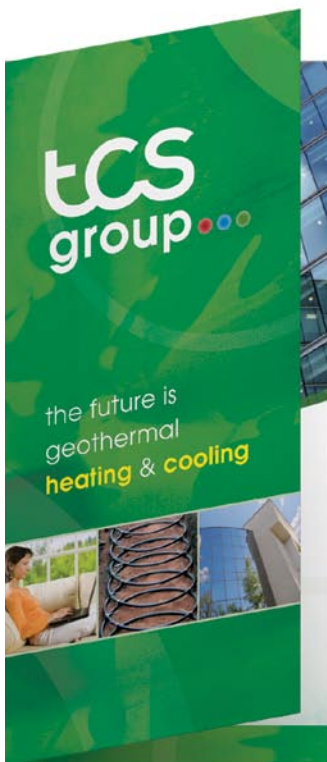
previewing the revolutionary new Aermec VXT

domestic heating, cooling & hot water pump that fits in a kitchen cupboard

www.tcsgroup.eu.com 0844 414 2271 info@tcsgroup.eu.com

Leaflet

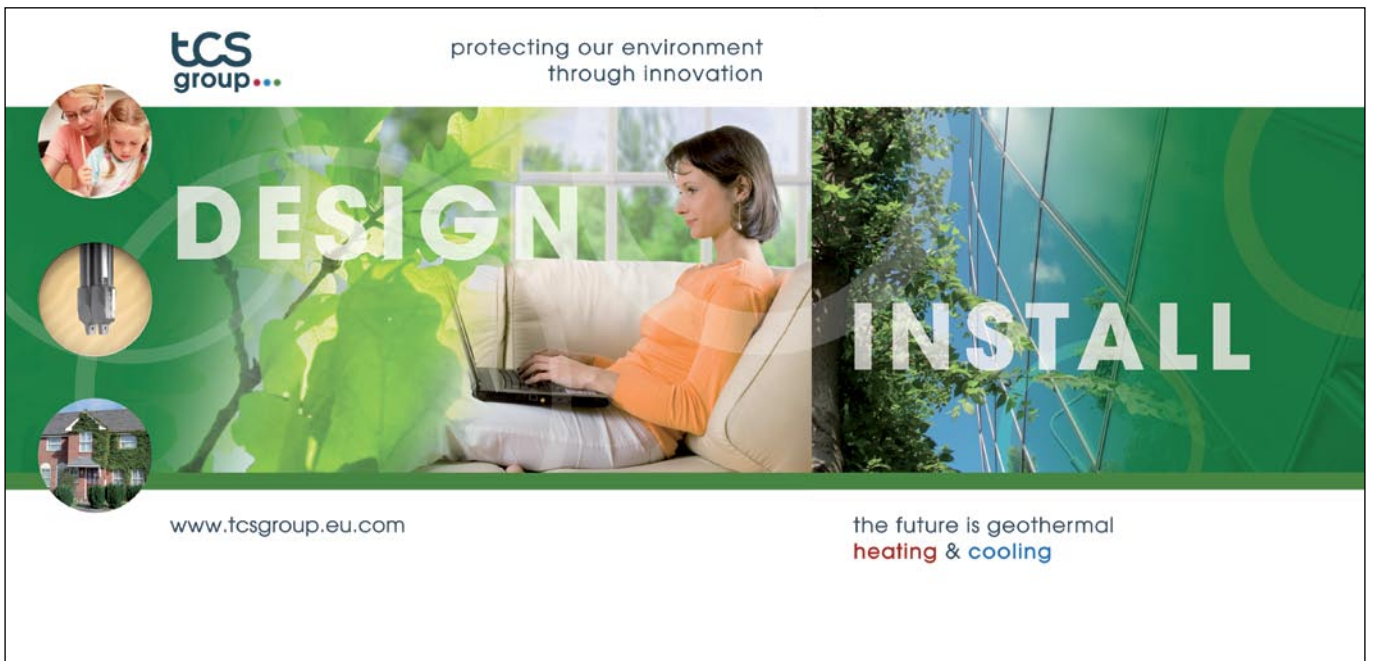
A generic leaflet was produced that could fit the requirements of the show and also possess the ability to be used afterwards. Pocket-sized and echoing the main benefits of geothermal heating and the unique service TCS provide, this also had to be turned around in a matter of days. Not a problem for our experienced team and trusted suppliers.



Exhibition stand

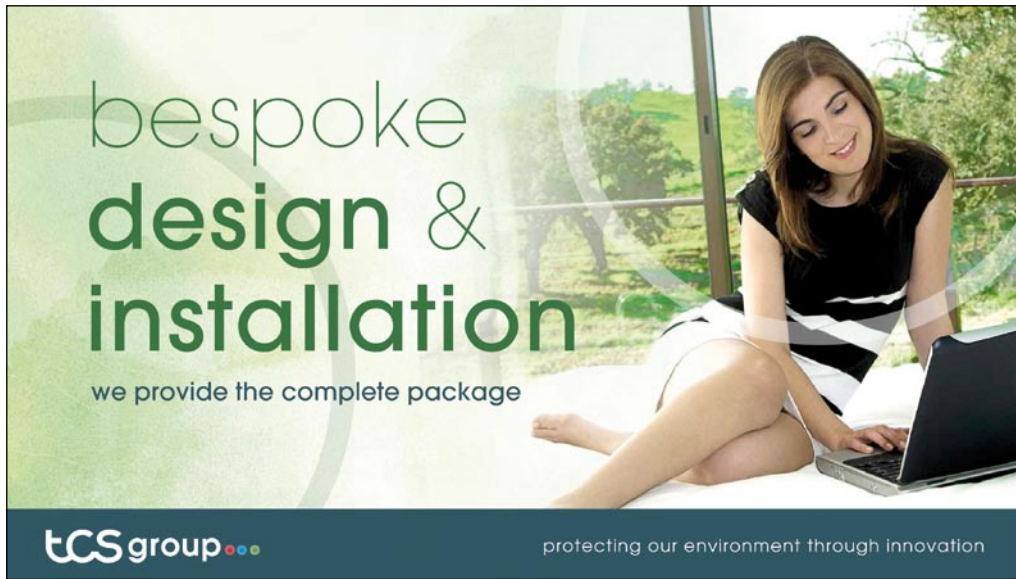
With just a month to the Ecobuild show, TCS asked if we could help them design and construct their stand. Having a strong brand to base it on was an advantage, and need it we did. Making the most of the 20 sq m stand was a challenge, fitting in a heat pump, 42" plasma screen presentation, lightbox panels, graphics and even a bar area!

Illuminated logo's at the front of the stand were used to attract passers by and project the companies corporate, with strong colours, simple messaging, emotive imagery and portholes in the other panels to further attract and intrigue; points of interest the client was only too happy to explain to visitors to the stand. And visitors there were, with often queues of people waiting to find out more about this exciting new application of geothermal technology.



Animated Presentation

A short animation was produced to showcase the TCS ethos, financial and environmental benefits and the geothermal process. This ensured the stand was kept as free as possible from visual clutter and provided a visually interesting and informative look at TCS in greater depth.



Result

The client is very happy with the branding exercise, the sum of the parts far exceeding their expectations. With the continued developments in geothermal heating technologies it is more important than ever that TCS and their unique position in the market is promoted proactively and we are embarking on a PR campaign to increase their prominence and ensure they build and maintain their