



**SPF** STAINLESS PIPE AND  
FITTINGS AUSTRALIA

## **CASE STUDY: BRANDING AND MARKETING**



Stainless Pipe and Fittings Australia (SPF) decided it was time for an image overhaul and re-positioning after experiencing unprecedented growth.

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They decided the fresh look should reflect their standing as the largest stockist of exotic piping in the southern hemisphere and enable opportunities to target top-end businesses.

They called the Vivid Group in to assist. SPF were impressed with a presentation from General Manager Damian Cook and their track record of creating a corporate identity from scratch. The agreement was for Vivid to re-work and create all of the communication tools needed for effective external communication.

An integral part of Vivid's work was to create a website that should be in the top ten listings of search engines, as well as provide comprehensive and easy to navigate information.

Vivid created the website and asked SPF to choose 30 key words for search optimisation. They are regularly changing these words to keep on top of the game.

The results have been fruitful. SPF has continued to grow its business every quarter since its inception and the new image reflects its global aspirations.

Bidding for one such account, SPF rang the prospective client who related that they were already on the short-list as the company had looked at SPF's website, been able to obtain all of the information they had needed and were impressed with what they saw.

As the company continues to grow, Vivid will continue to play an important strategic role in cultivating SPF's external image. With another new takeover on the horizon Vivid will help with the standardisation of brands and the groups position within the market.