



SGB Youngman - Heatbusters

An innovative brand concept and an award winning integrated campaign

Background

SGB Youngman was a leading building services business in search of incremental volume.

The under branded and under developed portable air conditioning hire market represented huge potential.

Business opportunity

To exploit SGB Youngman's hire expertise and develop the first consumer facing, portable air conditioning hire brand.

Strategy

To position the service as a way of increasing profitability by improving staff comfort and efficiency.

To develop a distinctive and memorable brand idea that dramatised the problem of overheating at work and the solution.

Combine direct marketing with tube cards, radio and press.

Results

The business generated over £5m of revenue in year two and won six BDMA awards including 'Best Business Campaign'.

ideas that work across media and time...

Harvey ♦ Fuchs & Partners Limited. Tel 01189 304 300 email chris@harveyfuchs.com