



Speedy Hire Plc - Hand Arm Vibration

Phase Two of a business building safety campaign

Background

Speedy Hire Plc is the UK's leading tool & equipment hire company. Following the hugely successful Safety from the Ground up 'Work at Height' campaign, the theme was extended to deal with the problem of Hand Arm Vibration.

Business opportunity

To increase hire revenue and enhance the brand's reputation as a champion of safety.

To build good relationships with customers by helping them communicate with site workers.

Strategy

To continue the campaign theme but to refresh and differentiate it from the Work at Height original.

To simplify a complex problem and provide practical guidance on HAV exposure control.

Results

The campaign was universally endorsed by customers, the industry and the HSE. It increased volume and conversion rates and won two B2B marketing awards for best use of research and best customer relationship campaign.

ideas that work across media and time...

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