



## Speedy Hire Plc - Work at Height

### A business and brand building safety campaign

#### Background

Speedy Hire Plc is the UK's leading tool & equipment hire company. In an homogenous and competitive market, the company wished to differentiate itself on the important issue of safety.

#### Business opportunity

To increase hire revenue and enhance the brand's reputation as a champion of safety by capitalising on new Work at Height regulations.

#### Strategy

To create a safety campaign theme that could be applied across a number of different product groups – 'Safety from the ground up'.

To build business and customer relationships by helping customers discharge their legal responsibility to protect site workers.

#### Results

The campaign was universally endorsed by customers, the industry and the HSE. Revenue increased by 25%, awareness increased 40% and the campaign won five awards including the CMA Best Integrated Campaign 2005.

ideas that work across media and time...

Harvey ♦ Fuchs & Partners Limited. Tel 01189 304 300 email [chris@harveyfuchs.com](mailto:chris@harveyfuchs.com)

