

Case Studies

Larkfleet Group

Larkfleet Group produces high quality sustainable housing using innovative technology and construction methods. It wanted to raise its profile as a leading 'eco builder' and asked Smye Holland Associates to help.



“Smye Holland Associates has been instrumental in the SUCCESS of the awards strategy. We used to say we were leaders in our field, now we can prove it.”

Karl Hick, managing director for the Larkfleet Group.

We looked at Larkfleet Group's unique selling points, focusing on its eco credentials. Any company can say it is a leader in its field but how do you prove it? With third party endorsements.

Winning awards based on its eco credentials would enable the Larkfleet Group to provide unbiased endorsements of its unique selling point.

Smye Holland Associates put together an award strategy – we looked at the sectors the Larkfleet Group works in (and wants to work in) and identified awards we felt it should enter. We gathered all the information needed to begin what has become an

on-going PR strategy. We researched, drafted and submitted the award entries and in the first six months of the campaign the Larkfleet Group either won or was short listed for seven awards.

It isn't just in formal pitches that this strategy has an effect – awards receive a lot of coverage in industry publications, gaining Larkfleet Group media coverage that money can't buy.

The level of recognition that Larkfleet Group has achieved through the awards has helped to win new work and keep staff motivated by the recognition of their excellence.