

## Case Studies



“Customers buy what they see - things such as the van, the technician, the mat, the shoe covers and the menu price book. All of these help to build the trust and respect of the customer. Smye Holland Associates continues to help us to promote our dazzling levels of service across a broad spectrum of national, regional and local media, and directly to our customers.”

Freddie Mitman, company chairman, Drain Doctor Plumbing.

Launched in the United Kingdom in 1993, Drain Doctor Plumbing has quickly grown to become the country's largest emergency plumbing and drain repair service. Each of its more than 100 franchises is run as an independent business.

The company provides a genuine 24-hour, 365-day service with no call-out charge and no extra charges for calls outside of normal working hours. Customers get a fixed price quotation so they know exactly how much they will have to pay before work is started.

Smye Holland Associates works with Drain Doctor to promote its service on a national level working with each franchise to promote their businesses locally.



“the country's largest emergency plumbing service”

We achieve this with a targeted media relations campaign in national, regional and local newspapers as well as in consumer and business publications.

As well as media relations we assist in producing other marketing materials, such as a book on household plumbing for Drain Doctor customers, for which we produced all the text and images.