A 'root and branch' re-launch for a 30 year old building services business.

Argent FM maintains buildings for public and private sector clients – from large hospitals to residential apartment blocks.

By communicating their personality and strengths more effectively, we helped them to win more business.

Argent FM are a well established and respected mid-sized FM company serving London and the home counties. They enjoy long standing relationships based on trust, but are now required to compete in an increasingly difficult marketplace, with SMEs and larger companies seeking work in a shrinking economy.

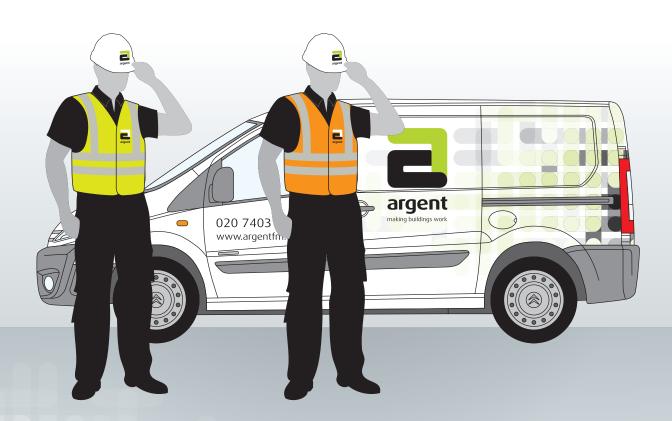
Argent had not reviewed their identity since their original company launch and their visual communications standards were uncoordinated.

They also found they were losing out on opportunities as procurement processes became more competitive.

We re-branded them from root to branch, in all media, and advised them on competitive tendering – including visual standards, building a library of content that enabled them to compete credibly with larger organisations.

Argent's new business performance is now transformed.





## making buildings work





Argent FM Limited Argent House Wilds Rents

London SE1 4QG

T: 020 7403 1204 F: 020 7378 0036 E: info@argentfm.com www.argentfm.com

WE CREATED A LIBRARY OF MARKETING AND COMMUNICATIONS COLLATERAL – FROM NEWLY COMMISSIONED PHOTOGRAPHY, TO TEMPLATES FOR TENDER DOCUMENTS, ALLOWING THE INHOUSE TEAM TO SELECT FROM A RANGE OF BRANDED, PRE-DESIGNED ITEMS, ALL HELD AS ARTWORK FILES AND CALLED OFF AS REQUIRED.



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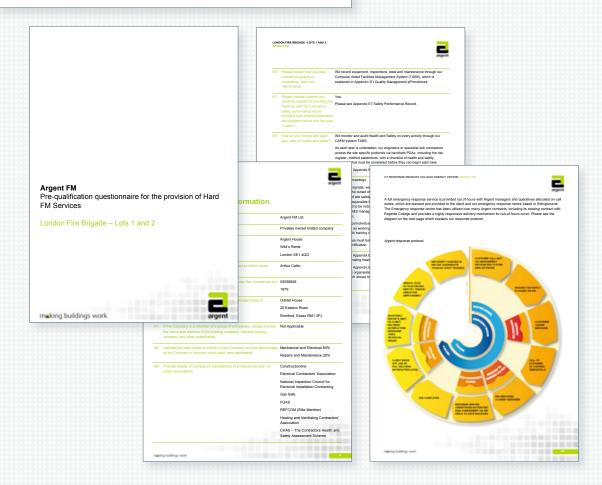


Danny McGinley Managing Director E: danny@argentf-m. M: 07976 151 247 Argent FM Limited Argent House Wilds Rents London SE1 4QG

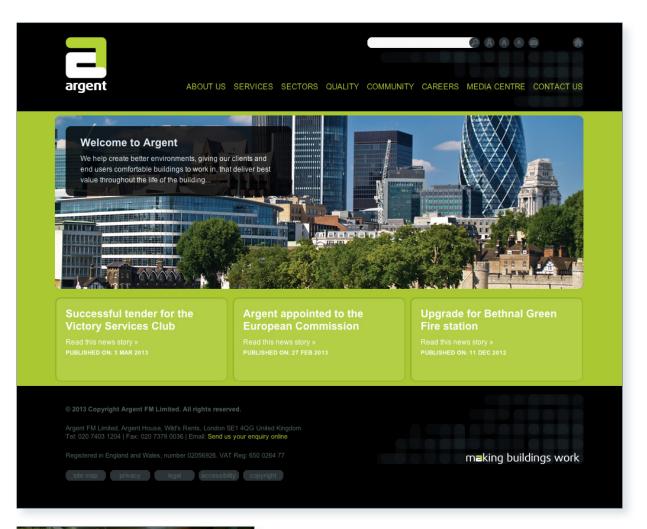


m≥king buildings work

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## **Outcomes**



After more than 30 years in the building services business, Argent realised we needed to re-evaluate our approach to our market. We could no longer rely on our networks and reputation alone to secure the kind of contracts we wanted.

In particular, we needed support in developing a tendering strategy for the larger M&E maintenance contracts. We also needed to improve our marketing across the board, from our website and PR strategy, to case studies and sector specific literature.

Day1 have guided us through this journey – which has taken us further than we at first expected, but with unexpected results.

Our new brand and livery has had a positive effect with our clients and our new regime (which Day1 helped to set up), which includes evidencing each contract as it happens, capturing the challenges and the added value elements as we go along, has not only opened up new opportunities, but keeps our online stories fresh and relevant.

Day1 have worked with our senior management team, creating easy to use, good looking templates that help us compile consistently high scoring PQQs and tender documents.

Since they have come on board our PQQ rate has improved exponentially, it's currently around 80%. We have also secured two important tenders for Gatwick Airport and Regents College London, with Day1's input.

Our corporate literature and website has been handled by the Day1 team and we like their joined up approach and having one point of contact for all our marketing needs.

ARTHUR CATLIN, SALES MANAGER, ARGENT FM



Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

## Our credentials

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.