



**Laboursite Rail**

Laboursite Group had made the strategic decision to develop from the Construction Industry and supply personnel at all levels into the Rail market. They had recently recruited Rugby World Cup Winner Jason Leonard OBE to their Board of Directors and required a marketing partner to help them achieve their goals.

Win Marketing took the old branding and simplified the image to ensure it would work on corporate literature, vans and hi-vis clothing. A PR plan was developed and implemented which gained significant press coverage.

Previous Logo



New Logo



*"Laboursite Rail recently recruited the services of ex-rugby international and world cup winner Jason Leonard OBE and we were keen to maximise the publicity associated with this.*

*We employed the services of Win to help us achieve editorial coverage and develop our corporate image, which was to include a new website and corporate literature. I am really pleased with the results they achieved and would strongly recommend them"*

**Managing Director, Laboursite Rail**



## Omnicom

Omnicom approached Win Marketing to help them increase their exposure and increase the number of users within Network Rail and other rail engineering companies. In addition, they needed to refresh their corporate identity.

Win Marketing conducted a marketing audit and research, and a marketing plan, as well as introducing a new strapline for the company. Win Marketing also rolled out a programme of new corporate literature supported Omnicom with editorial coverage in specialist journals and updating their database.



