



Established in 1999, Axiom is a specialist designer, manufacturer and installer of sortation systems, conveyors and mechanical handling systems.

*“Within the first few months of working with Leapfrog we received an important sales lead as a direct result of one of the case studies they had written and distributed for us. This enquiry has subsequently become a major order worth £275,000 underlining the value and practical importance of a strategic PR and marketing campaign.”*

*Matthew Nickson  
Managing Director, Axiom GB*

## What did the client want?

As a small, but dynamic business, Axiom felt that it wasn't getting recognition for some of the unique solutions it was designing and developing for its clients. They wanted to take advantage of such installations and so contacted Leapfrog to research, write and distribute case studies on these projects. The aim was to influence industry decision makers regarding Axiom's expertise in sortation systems, conveyors and mechanical handling systems.

## What did Leapfrog do?

Taking a step back, Leapfrog reviewed Axiom's position in the market and recommended a strategic marketing plan that would present a consistent identity for the business, building trust, brand awareness and sales leads. The campaign included:

-  Website Development
-  Video Production
-  Public Relations
-  Advertising
-  Search Engine Optimisation
-  Marketing Literature

## What were the results?

“Our philosophy is to provide total solutions embracing mechanical, electrical, automation and software engineering. We do what we say we'll do and we never let a client down.

*“When we met Leapfrog it was very apparent that they shared the same approach and business values. Their professional proposal convinced us that this was the right marketing company for us to forge a long-term partnership. The design and development work they have done for our website, corporate folder, 'leaplet' and case studies has created a clear, consistent identity for the business.*

“When challenges arise, as they always do, Leapfrog look to sort issues as quickly as possible and are not afraid to shoulder responsibility to make sure we get the best outcome in the long run.”

*Matthew Nickson  
Managing Director, Axiom GB*