



BS Handling Systems is a premier provider of warehouse, storage and conveyor solutions across multiple industries.

*“Leapfrog’s wealth of experience in the materials handling industry meant that they were the ideal marketing partner for us. With their help we now have a contemporary new corporate identity, a powerful website and strong marketing collateral which underlines our credibility – thank you Leapfrog.”*

*Robert Smith*

*Managing Director, BS Handling Systems*

### What did the client want?

The company wanted to boost its brand image as part of a strategic business development plan. Prior to partnering with Leapfrog, BS Handling had looked after its marketing in-house. The plans for the business, however, demanded a more professional approach. The main aim was to increase awareness and trust of the BS Handling brand, including its products and services throughout the logistics and distribution industries.

### What did Leapfrog do?

Leapfrog devised a marketing programme to streamline and modernise BS Handling’s brand identity. Work started with a strategic overview which led to a comprehensive marketing campaign including:

-  Corporate Identity
-  Case Studies
-  Website Development
-  Exhibition Stands
-  Public Relations
-  Marketing Literature
-  Photography
-  Advertising

### What were the results?

“The BS Handling brand required a marketing makeover and Leapfrog provided professional guidance on both a strategic and creative level. Our new look identity is a contemporary design that has translated well across all aspects of our business communications.

*“Leapfrog’s knowledge of the industry and copywriting expertise have been demonstrated in our case studies, helping to underline the professional service we provide to all our customers.*

“Our first principle of business is customer satisfaction and peace of mind, and the business partners we select all share the same philosophy.”

*Robert Smith*

*Managing Director, BS Handling Systems*