

coolsuredoors
Manufacturers of innovative door systems for refrigerated retail display cabinets

Manor Concepts comprises of Manor Refrigerated Cabinets and coolsuredoors. As part of the Italian Arneg Group, it supplies a wide range of refrigerated display solutions to food and drink retailers.

“Over the years Leapfrog has developed a proven track record for delivering results via their strategically thought-out business-to-business campaigns. That’s the reason they have been my marketing company of choice for more than a decade.”

*Michael Tucker
Managing Director, Manor Concepts*

What did the client want?

Manor Concepts had enjoyed strong results but was reliant on one major supermarket chain and that was hindering expansion. Leapfrog was brought on board to work on a strategy to attract a more varied customer base and build awareness of both the refrigerated display cabinets and the range of door solutions. The goal was to develop trust of Manor’s brands in the UK food and drink retail sector by creating a positive and highly visible profile for Manor products.

What did Leapfrog do?

Following a strategic analysis of the business Leapfrog proposed that the company created two brands – Manor Refrigerated Cabinets and coolsuredoors. This would help Manor Concepts overcome the market concerns about being ‘in the pocket’ of one retailer alone. Once the framework of the strategy was agreed, Leapfrog devised an effective PR and marketing campaign for the brands which encompassed:

-  **Public Relations**
-  **Photography**
-  **Website Development**
-  **Exhibition Stands**
-  **Marketing Literature**
-  **Social Media**
-  **Graphic Design**
-  **Promotional Merchandise**

Leapfrog was instrumental in dealing with the UK media when Manor Concepts became a wholly owned subsidiary of the Italian commercial refrigeration world leader, Arneg S.p.A.

What were the results?

“Leapfrog has taken ownership of our marketing and their proactive approach to working with us continues to pay dividends. They care as much about the success of our business as we do and that guarantees results.

“They have developed clear brand identities for both Manor Refrigerated Cabinets and coolsuredoors together with contemporary websites which reflect the brands’ values.

“As a result of our PR campaign which consists of pertinent press releases, well written articles and professional photography, we now have positive and highly visible profiles for our brands – both online and in print.”

*Michael Tucker
Managing Director, Manor Concepts*