

COGdesign[®]

ART DIRECTION

Case Study – Rentokil Initial

Rentokil

Initial
The Experts in Hygiene

DISCOVER



THE COG DESIGN APPROACH TO ART DIRECTION



Rentokil

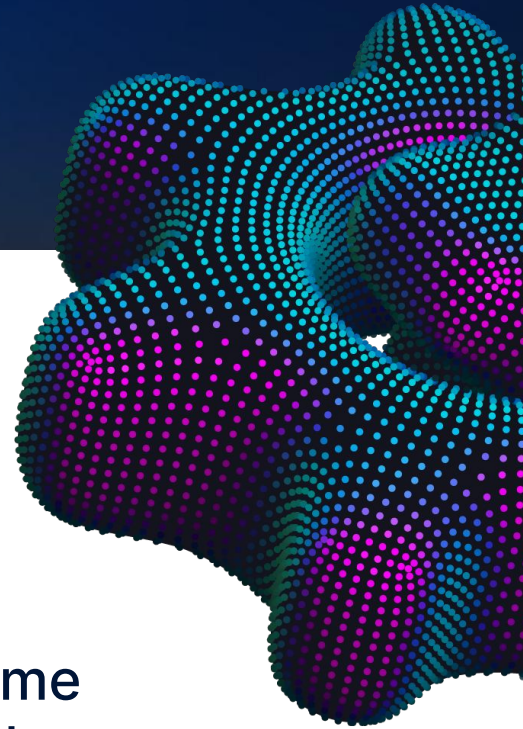
Initial
The Experts in Hygiene

This document will introduce you to one of the COG Design Art Direction projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





1 in 4 office workers don't wash their hands after using the washroom.

Signature

COLOUR



Let's talk about the elephant in the washroom.

1 in 4 office workers don't wash their hands after using the washroom.



WHAT WE KNEW FROM THE START

We knew that Rentokil Initial needed a trusted professional Australian brand design agency to generate some noise in their space and cut through with unique and innovative creative thinking.

We also knew that the [Rentokil Initial](#) brand needed a Sydney Branding agency that is affordable, communicates clearly, and understands how to design performance content for the Google Search and Display Ad networks and the [LinkedIn](#) Ad Platform.

Plus, their business wanted a team of branding experts to offer solutions for month on month campaign performance.

FROM THE CLIENT

“As a multinational business our strict brand guidelines and marketing communications frameworks can sometimes be a narrow lane to drive in. Though COG Branding was a breath of fresh air with a dynamic approach, new ideas and the technical skills and savvy to match. 5 stars”.

- [Kate Levy](#), Business Manager



THE KEY COG DESIGN CREATIVE & BRANDING IN THIS PROJECT.

Video Editing

Video editing is the manipulation and arrangement of video shots. Video editing is used to structure and present all video information, including films and television shows, video advertisements and video essays.

[COG Design](#) takes video editing to the next level with motion graphics and visual effects. We shoot clips to create stunning videos with effects, dynamic audio for lifestyle brands.

Social Media Video Assets

Videos are synonymous with websites and social media channels like [Facebook](#), Instagram and TikTok. These pieces of content can be used in various types of marketing campaigns. These assets have business value.

The content you share builds your brand, and the more planning and effort you put into your svideo assets, the more you're likely to get out of it.

Performance Content

Performance Content is our process of creating and optimizing content in pursuit of business outcomes.

[Performance-driven content](#) is a data-driven approach to content that can ensure your content ecosystem evolves the way it should, meeting the needs of your content consumers.

Brands use data-driven approaches to redefine which content they create and how they do so.



The typical office worker's hands come into contact with 10 million bacteria every day¹

- After using the toilet your hand can have a sq. inch bacterial population count of over 200 million²
- 1 in 4 office workers don't wash their hands after using the washroom
- Only 20% of people dry their hands after washing³ - and damp hands spread more bacteria than dry hands by 1000 times⁴
- Contaminated hands can transfer viruses to more than 5 other surfaces⁵
- The simple act of washing hands can reduce the risk of getting a stomach bug by as much as 47%⁶

¹ [Bacterio](#)
² Centers for Disease Control and Prevention (CDC)
³ [www.cdc.gov/nczod/diseases/zoonotic/dh/handwashing/Pages/handwashing.htm](#)
⁴ [www.cdc.gov/nczod/diseases/zoonotic/dh/handwashing/Pages/handwashing.htm](#)
⁵ [Journal of Hospital Infection, 2004](#)
⁶ [Guthrie and Cameron, Lancet Infectious Diseases 2003](#)

About Global

According to a major cause of resource-poor respiratory preventable

Global Handwashing Campaign October 2008 increasing handwashing prevent disease

Help make hand hygiene

Find out more [initial.org/global](http://www.initial.org/global)

About Initial

Initial is a leading solutions. standard of people care and happiness

For more information [initial.org/global-handwashing](http://www.initial.org/global-handwashing)

2016 Rentokil Initial
 Registered office:
 Camberley, Surrey
 The names Rentokil

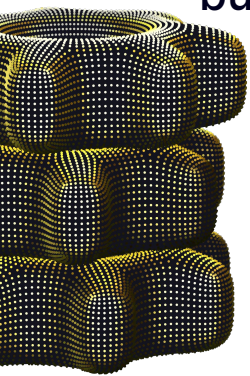


ABOUT THE CLIENT

Rentokil is one of the most successful pest control companies in the world, offering a greater global reach than any other, providing innovative services and solutions in over 80 countries across 1,800 local branches, employing over 19,000 qualified pest control specialists.

At a local level, we have been helping Australian businesses and residents eradicate and treat pest problems since 1965. With over 1,500 employees, 29 branches and depots located throughout Australia and a team of 680 technicians, we are one of the largest and most flexible pest control providers in the country.

Driven by customer-centric innovation, our pest control solutions incorporate both preventative and responsive strategies to enhance protection for your business through a consistent, continuous pest management program.



Rentokil

Initial
The Experts in Hygiene



MAIN CHALLENGES

If you're going to do anything in the design space, there's one term you're going to want to wrap your head around—and that's art direction..

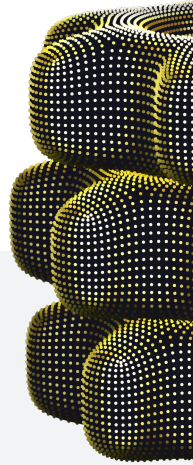
The COG Design art director has the responsibility for setting the tone, driving artistic decisions and managing the artistic team working on the project.

We proactively engage our clients during the project phases to ensure we meet the exact requirements as well as understand the expectations.

- Meeting brand standards while delivering against the creative direction.
- Connecting the actual product to the broader creative concept.
- Deliver campaign consistency across all touchpoints and channels.
- Deliver an onbrand experience.



BRIEF SUMMARY



Rentokil Initial approached COG Design with a brief to promote the Signature Colour range and, by extension, Initial Hygiene Strategy.

Promote Signature Colour: Make sure businesses know about Initial's innovation: Signature Colour. A competitor is about to launch their colour range, so we need to own this space. Get on prospects' radar!

Generate awareness: Provide cut through via dynamic creative across multiple touch points that engage prospects. Generate quality leads for our sales teams across Australia, with particular focus on metro areas.

Initial are the global leaders in services that help businesses mitigate and diminish hygiene risk, creating healthier working environments. Initial aims to be innovative and helpful, always evolving to better meet the needs of our customers and their customers: end users in commercial washrooms. We launched a new washroom range, Signature Colour and we need to raise awareness of Initial and Signature Colour in the business services market. Our solutions and services must be positioned as the best in category.

We need to promote Initial's core services, and Signature Colour gives us an aesthetic and fun way to highlight our service lines. Every site needs a feminine hygiene solution, but businesses benefit from doing more for their employees and visitors.



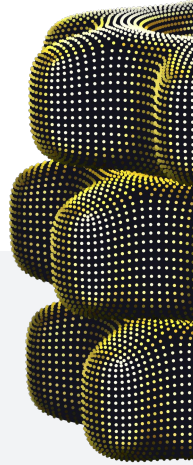
Signature
COLOUR



Introducing the Signature COLOUR
Explore our range now.



SOLUTIONS SUMMARY



The COG Design Solution is a unique and innovative approach to managing the creative direction for the campaign via the well known saying “The Elephant In The Room”. This was a core pillar and when connected to key insight that a large percentage of office workers don’t wash their hands after using the bathroom, the concept was set.


For B2B communications that are focused towards a corporate office based audience, deploying the campaign primarily on the LinkedIn feed offered a tactical solution. Deploying the digital marketing advertising campaign across the LinkedIn, Google Display Networks provided the [Elephant in The Washroom](#) Campaign accurate reach and delivered to the correct target. Over 100 pieces of campaign production items were deployed and specifically targeted at the correct demographic and business sectors.

The CPC campaigns included the deep dive into traffic and budget management via Google Analytics behind Google Ads and the insights services behind LinkedIn business manager (fresh from the Microsoft acquisition).

With the client demanding attention to detail, a strict adherence to the global brand guidelines and the actual brief, this creative direction and digital marketing project tested our Sydney Digital Agency and our ability to creative an award winning campaign that cuts through and stimulates category growth for the client. The Elephant In The Washroom was a new type of campaign for the Rentokil Initial brand and COG Design are proud to have led the client through a new and daunting advertising space.

with 3D studio max for years to learn 4h
start learning drawing. :) 2h


14 ways to keep in touch 13



Jake Howard has a work anniversary.
Celebrating 4 years at Ink Signs

[Like](#) [Message](#) [Skip](#)

to explore <https://lnkd.in/fQXPz7F>



Initial

[click to view](#)

Click today. Start tomorrow.
3000 locations
in 120 countries.

[GET A FREE QUOTE](#)

Regus

[About](#) [Help](#) [Feedback](#) [Privacy & Terms](#)

LinkedIn Corp. © 2016

14h

'Auto' is so influential, the stock just exploded after teasing
r.com • After Take-Two
ed Rockstar Games teased a new game, ...



Initial Australia
673,925 followers
1 hr

Introducing the Signature Colour Range from Initial. For a super-hygienic and modern design washroom. Click to explore <https://lnkd.in/fQXPz7F>



1 in 4 office workers
don't wash their hands
after using the
washroom

60% of time off work illnesses
are contracted from dirty office
equipment

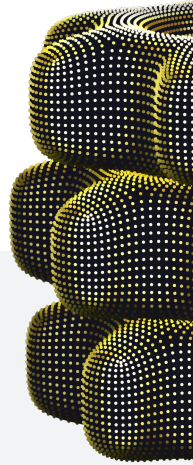
[click to](#)

Signature Colour - Serviced by Initial
<http://www.initial.com.au/signature/>

6 Likes



RESULTS SUMMARY



Go live with project Success!

- High content engagement on all social media channels and direct response and commentary to the creative concept Elephant In The Washroom campaign.
- High content engagement on all social media channels and direct response and commentary to the core insight that “1 in 4 office workers don't wash their hands after using the washroom”.
- Strong recall from customers of the Elephant In The Washroom campaign and the the strong creative foundation set by [COG Design](#).



THE COG BRANDING PRODUCT SOLUTIONS

[DOWNLOAD THE PRODUCT GUIDE](#)



[LEARN MORE >](#)



[LEARN MORE >](#)



[LEARN MORE >](#)



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 11 Kingsway Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Welcome@COGbranding.com.au

+612 9523 6007.

2, 11 The Kingsway Cronulla 2230 NSW Australia



COGprint[®]
COGdigital[®]
COGdesign[®]
COGpromo[®]
COGstrategy[®]