

CASE STUDY

Pulling together to blaze a trail.

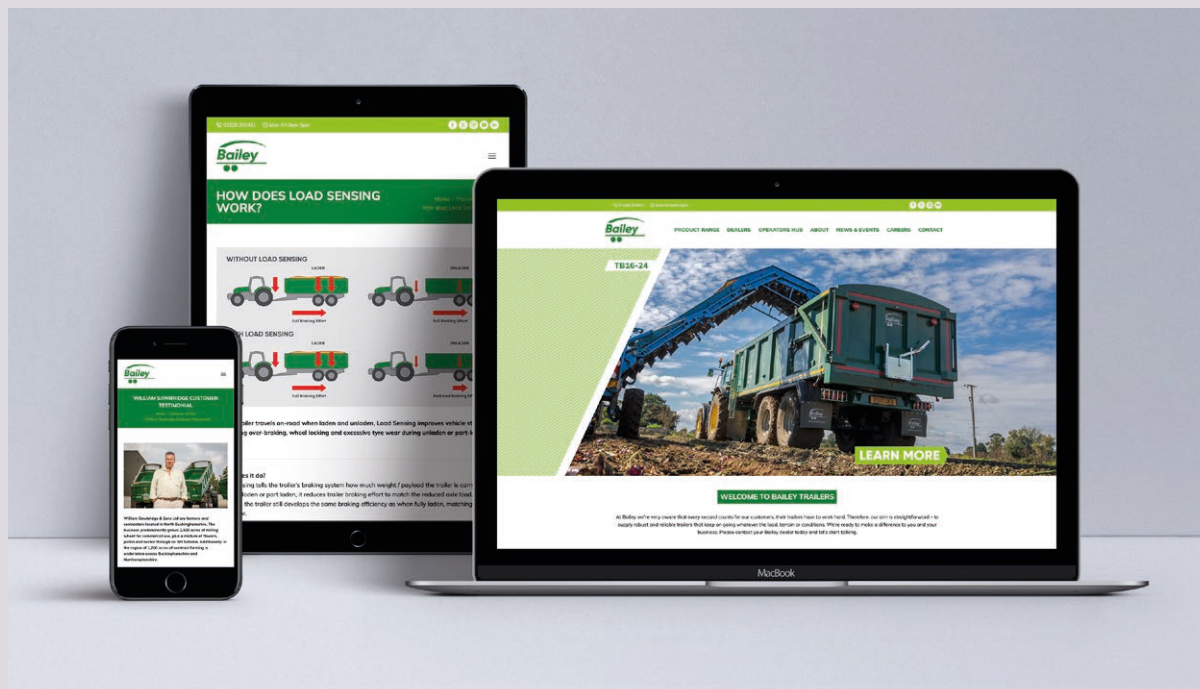
Long before Tom Bailey built the first Bailey trailer in 1982, the Bailey family farmed the fields in Lincolnshire. It therefore follows that when farmers ask Bailey to consider an idea, they understand what the farmer wants and build a trailer that suits them down to the ground.

Bailey are the market leading manufacturer of agricultural trailers in the UK. Our strategy for the brand accurately positions Bailey as 'The Trailer In Front'. This strategy drives annual marketing plans that we create alongside Bailey's senior team. Plans are brought to life via multi-channel brand-building campaigns and activities designed around the agricultural calendar.

A network of over 100 dealers sell and support Bailey

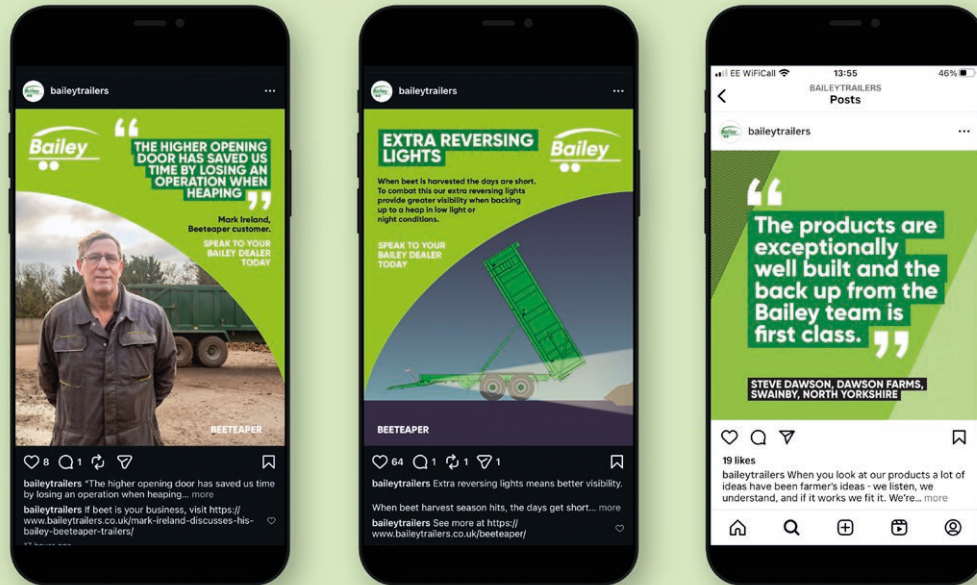
trailers throughout the UK and Ireland. Bailey also sells trailers into Scandinavia, North America and New Zealand. We support dealers on a monthly basis with an online portal featuring brand guidelines, brochure, data sheets, advert and social templates, operators' manual and a guide to selling a Bailey trailer.

Historically, orders from dealers were sent to Bailey in a random fashion. This resulted in much time being wasted going back and forth to determine an order. Our portal-based trailer configurator has standardised dealer quotations to customers, which are then converted into orders to Bailey within the same platform. Time saved for all is significant. ■



"We were confident of increasing sales, but the manner in which we've done so has exceeded all expectations. It's no coincidence that we have achieved this increase since Greensquare became our brand partner."

MICHAEL BAILEY, MANAGING DIRECTOR, BAILEY TRAILERS LIMITED



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
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DRIVING AUTOMOTIVE BRANDS

greensquare®

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