

Hello! we are SOS

This case study is designed to provide you with a brief overview of our creativity, our skill-set and how we produce positive results for our clients with thought-provoking creative.

In this document we focus on Smart Architectural Aluminium. We have been fortunate to partner Smart on their journey for the past 12 years. In that time we have continuously evolved and supported them with creative strategy, new product launches and on-going marketing & design support.

This example is for the new sub-brand - Designer Doors and a market leading platform that we built to allow the consumer to customise their own door. The site is loaded with content, user interaction and 3D renders / film.

From the outset SOS have always pushed the Smart brand, bringing a clear and concise creative approach to everything we do. They really captured our brand ethos and message from the start when producing the revised brand identity. Since then they have continued this approach in every piece of work we commission across a range of different media, keeping our brand contemporary and to the forefront in the constantly changing marketplace.

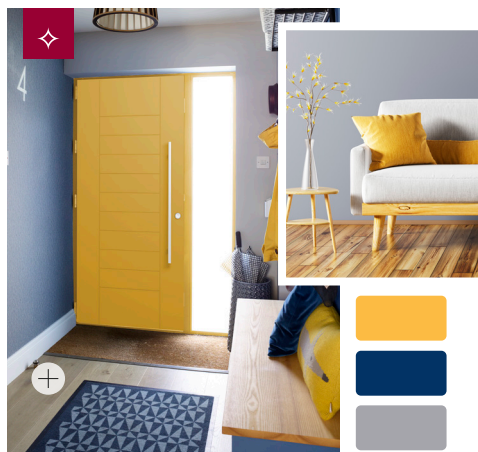
Dan Evans
Marketing Manager
Smart Architectural Aluminium

smart

IDENTITY & WEBSITE

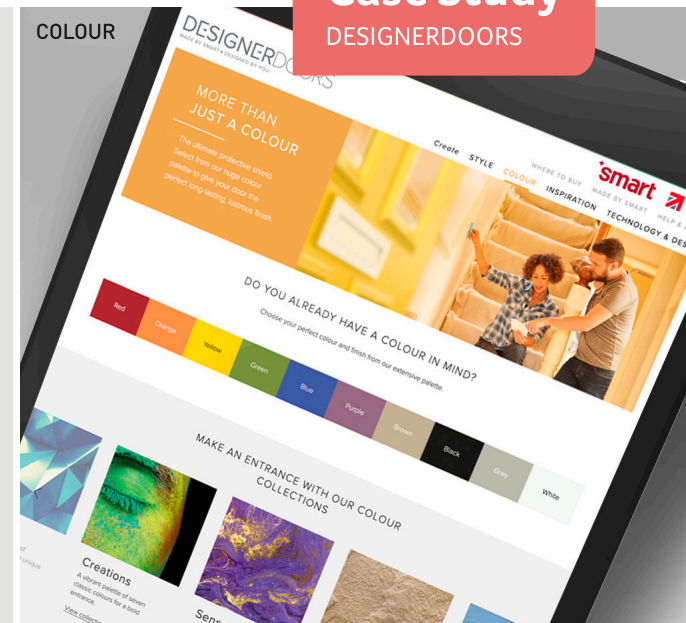


INSPIRATION



Smart consistently sell
150+ doors every month
PRE-LAUNCH RECORD TOTALLED 82

COLOUR



Case Study DESIGNERDOORS

EMOTIVE IMAGERY



50,000+
UNIQUE VISITORS
since June 2020 launch

sosdesign.co.uk | 01225 318 366 | @ in

Does your brand **need a boost?** Send us a signal.

SOS

The embodiment of clear, effective communication.

To stay successful and maintain longevity (we're 20 yrs young), you have to be agile.

We are always evolving; adapting to changing markets, learning new skills and fully immersing ourselves into our client brands and business. Standing still is simply not an option. This is our everyday and it's more about you and less about us.

Here for the now,
next and future.

STOCKIST SALES-SUPPORT
MATERIAL AND POS



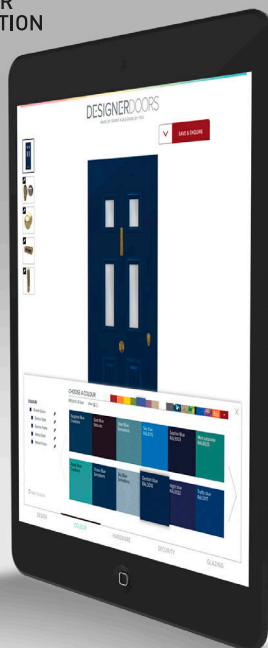
GOOGLE ADVERTISING



LITERATURE
& PHOTOGRAPHY



CONFIGURATOR
PERSONALISATION



3D DIGITALLY RENDERED
ACCESSORIES



3D DIGITALLY RENDERED
LOCKING MECHANISMS



100,000+

**DOORS CREATED
USING THE
CONFIGURATOR**

within 18 months of launch



1 in 3

ENQUIRIES
result in a sale

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need a boost?**

Send us a signal.

Phil Overton
Business Development

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