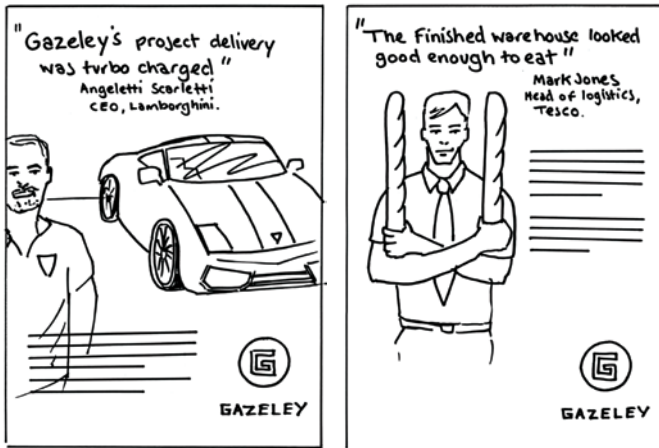


GAZELEY - TRADE PRESS ADVERTISING CAMPAIGN



THE BRIEF

Gazeley is the longest-running logistics developer in the world and operates in the UK, Europe, the Middle East and China.

We were tasked with creating a press ad campaign for property publications in the UK which could be transferable to international audiences as well as having longevity and adaptability into other media such as digital. The ads had to be visually strong to create stand-out appeal in the magazines.

The aim of the advertising:

1. Raise awareness of Gazeley as a leading developer of 'Build to Suit' warehouses globally.
2. Position Gazeley as the developer who is delivering 'Build to Suit' sustainable warehouses on time and on budget.

THE ANSWER

We were inspired by testimonials from Gazeley's top clients and based our creative thought on what their clients said about them after completing a project. The ads are personal and can be adapted for any client or testimonial.

DIY and B&Q

An eye-catching colourful ad using B&Q products and corporate colour to convey B&Q as a brand without using the logo. The powerful visual will stand out among competitors' ads.

THE RESULT

- We pitched for this project along with four other agencies, and now have established a relationship with Gazeley of which we are very proud
- The B&Q ad appeared in the special edition of Retail Week, in the Shed Supplement and in the IAS programme
- The ad created overall corporate awareness