

Case Study

Scarecrow



Project: Rebrand, new website, email and SEO campaigns

Since 1984, Scarecrow has been providing the most sophisticated bird dispersal systems throughout the world. Scarecrow's nature-inspired systems supply the most advanced and reliable solutions for bird control problems of all types, in any sector. Scarecrow's bird management products use the bio-acoustic technology, which is the evolutionary communication method used by birds to warn of immediate danger, for the safe and humane management of birds.

The Brief

To rebrand the company's visual identity including logo and web design. To build a new lead generating, responsive website with supporting email and SEO campaigns.



Activities

Identified key words through SEO report and campaign

Developed website including design, copy and imagery

Targeted email marketing campaign

Logo design and full company rebrand in line with company restructure

Infographics, case studies and video production

Successes

"The whole process was well structured and organised and we are delighted with the outcome – our new logo has received some very favourable comments and feedback, and the improved SEO on the website appears, in these early days, to be generating additional enquiry. Based on our experience, we would have no hesitation in recommending the services of Rose Media, and shall ourselves be continuing to use their services in future."

"We found the team at Rose Media Group all incredibly creative, helpful and supportive. They really bust a gut to deliver on the rather stretching time frames for delivery we needed to impose – and deliver they did."

David Randell

Director



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