

# CASE STUDY



## DETERMINING THE STRENGTH OF PARTNERSHIPS TO IDENTIFY THE GROWTH POSITION FOR ERTECH

- Ertech, a successful civil engineering contractor with over 400 employees and \$350M turnover. Ertech came to Perceptive Marketing with two main questions;
- How well are doing what we've set out to do?
- Do our customers and employees value what we're doing....?
- We designed a process to develop a strong brand position and propositions for its Clients and prospective Employees.



### CLIENTS

- 10 x 1 hr in-depth interviews
- 30 x 20 min phone interviews

### ENGINEERING CONSULTANTS

- 5 x 1 hr in-depth interviews
- 15 x 20 min phone interviews



### EMPLOYEES

- 350 All employee online survey
- 24 x 30 min in-depth interviews
- 2 x workshops for 7 spouses

### FUTURE EMPLOYEES

- 40 x 10 min phone survey of Civil Engineers in WA

Ertech had previously positioned itself as the civil engineering contractor that "Gets it right and on time".

What we uncovered was that this was no longer relevant for the stage that Ertech was at. Contracting on massive projects, such as the Gorgon project with contract values of over \$100M, this promise was a minimum expectation.

We presented a full report of our findings of all stages of research, and advised a new brand positioning and strategy. We worked closely with the Executive team to finalise a position they felt comfortable to adopt.

To implement the new brand, we recommended a communications strategy. Then, working with a copywriter and a designer, we gave Ertech a selection of new, contemporary identity that suited their sophistication. This is in the process of being implemented.

