



In 2010 a new product will be launched to revolutionise the fight against Swine Flu and MRSA.

Zulu was brought in to create a strategy from scratch...



The Overview

The pharmaceutical industry refer to it as 'residual barrier technology' and it is going to be part of a major revolution in the battle against infection from dangerous microbes such as e-coli, the Swine Flu virus and MRSA. The technology not only kills the microbes instantly, it also remains active for up to one month after initial application. Furthermore, it is totally safe to humans and animals, and has been tested at the highest levels within the food storage industry.

It can be applied via traditional cleaning methods but, uniquely, it can also be released via an aerosol 'fogger' in any area such as a schoolroom, operating theatre or hotel. This simple device is just placed in the middle of the room and activated, releasing a fine 'mist' into the atmosphere. 30 minutes later every surface will have been protected and sanitised.

However, the market is overcrowded with established brand products that are chlorine bleach and chlorine based. These also kill dangerous microbes immediately but as soon as the surface is dry re-infection begins to occur.

We would have to find a brand and communications solution that would differentiate the client's product and also enable it to be marketed in an array of market sectors in various applications and formats.

“Zulu substantially informed and influenced our decision-making process at a very important time. This gave us opportunities and options which we did not know existed when we started. They are now an important part of our executive team”

Christine Brander
MD of RBT Ltd

The Brief

This was another enormously wide brief for the Zulu team. We were, essentially, given a blank canvass to work from, tasked not only with the creation of an umbrella brand but also with the formation of a comprehensive marketing and communications strategy. The launch product is unique in that it can protect any surface from microbial infection for up to 30 days, but our initial challenge was to develop a brand that would stand out in the in the over-populated and heavily financed pharmaceutical industry.

But that was only the first step...

The Solution & Our Approach

In this case we had a very clear understanding of the product itself but there was no existing brand and a limited marketing strategy. We decided to instigate a Zulu Audit to plan the account for our client and give us the 'Starting Point' as part of our constant approach ... 'A Starting Point, a Guide and a Destination'.

The Zulu Audit is an in-depth planning and fulfilment strategy that we apply when assessing the needs of any client, new or existing. It creates the bible for how we proceed and ensures that time, work, and benefits are maximised. The process is essential in order to deliver a robust and credible marketing programme for any client, whilst also creating a strict cost control interface.

In this case we defined the size and segmentation of the market for residual barrier technology, we identified and analysed both competitors and potential critical partners, and we studied and recommended market opportunities. This comprehensive audit encompassed both broad-stroke 'blue sky' thinking as well as detailed monitoring of stock market fluctuations and reports.

We could then create a brand, name and image to maximise the client's opportunities based on the above.

The Result

The pharmaceutical industry spends millions of pounds every year, registering trademarks, domain names etc.

The astounding outcome of our first stage of work, was Zulu discovered that, although the industry was aware of residual technology, nobody had registered it. This resulted in the formation of Residual Barrier Technology Ltd as the trading company and the securing of all associated domain names – securing future market position for the client.

The product range has been branded RBT 24/7. Zulu have developed all logos, packaging and comms material. We have the pre-launch website, all marketing Power Point presentations are in place, PR has been primed and the deployment/ implementation programme is in ready for the launch of RBT 24/7 in 2010.



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