

Office Mural for Pauley Creative

Required Artwork:

- Large mural infographic - vector format

The Brief:

(include required sizes, details etc. where applicable. target audience and objective are important too)

WHAT'S REQUIRED

Infographic showing the route to market for Building Product Manufacturers along with the Supply Chain. The infographic will be going up on a wall covering the complete area of the wall.

SIZE

The wall measures 4560x2560mm.

FORMAT

The graphic will need to be a vector.

BACKGROUND

Route To Market - PDF attached to Design Crowd project

This shows the journey that a product manufacturer wants to take a Architect or specifier on. Product manufacturers REACH out using many varied methods in order to get their product known to those that specify in construction. This then requires the Specifier to ACT by visiting the website. Specifiers will then CONVERT by carrying out one of many actions on the website. This could be the point of sale. Product Manufacturers then need to ENGAGE with the specifier to keep them coming back.

Supply Chain - PDF attached to Design Crowd project

This shows the journey a product will follow from manufacture through to the end user. It shows all the people that have an influence on what product is used and where in the chain they appear.

TARGET AUDIENCE

Building product manufacturers - the graphic will be going up in a prominent area in our marketing agency office. We regularly invite our customers to come and see us and they will all see the graphic.

LAYOUT

The majority of the infographic should be taken up with the Route To Market and the remainder of the space will then be the used for the Supply Chain. The split should be roughly $\frac{2}{3}$ to $\frac{1}{3}$

OTHER INFORMATION

Logos will be required where a company name is mentioned. Some logos will require creating in vector format.

Needs to be Pauley Creative branded following the brand guidelines.

There is a lot of information to go onto the one infographic so this will need to be considered into how do you display the information clearly.



ARCHITECTS

Desired
Action: Product Specification



REPUTATION

SUB-CONTRACTOR
INFLUENCE

END USER
INFLUENCE

COLLEAGUE
OR PEER
INFLUENCE

PREVIOUSLY
SPEC'D.

PR

PRINT
PUBLICATIONS

ONLINE
PUBLICATIONS

TV ^{luck.}
Grand Design
EX.

EVENTS
EXHIBITIONS

MANUFACT
WEBSITE

MEMBERSHIP
ORGANISATION
CABC / RIBA

SPONSORSHIP

WWW.

DIRECTORIES
PRINT / ONLINE

ADVERTISING

FORUMS
(online / offline)

NBS
Product Spec

CAMPAINS
(ACQUISITION)

ESI

PAID

EARNED

PPC

BLOG

REMARKETING
PROGRAMMATIC

SEARCH

EMAIL
(organic)

EMAIL

ONLINE
ADS / BANNERS

LANDING
PAGES

SOCIAL
ADVERT

SOCIAL
MEDIA

CRM
GROW.

ANALYTICS
(GOOGLE)

JOYCE

ACT

CONVERT

BRAND
EXPERIENCE

ENGAGE
LEAD NURTURE.

BIM
OBJECTS

APPLICATION
EXAMPLES

SALES
CALL/MEETING

CAD
DRAWINGS

ONLINE
PROJECT
FOLDERS

CPD

SPEC
TOOLS

CALCULATORS

FACTORY
TOOL

BA DESIRED SPECIFY PRODUCT

BUILDING
PRODUCT
MANUFACTURER.

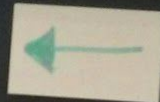
MANUFACTURER
WEBSITE.

WWW.

PRODUCT
SELECTORS

PERFORMANCE
DATA

TECHNICAL
CALL/MEETING



REGULATION
CHANGES
GOV'T.

PRODUCT
COMPARISON

PRODUCT
CERTIFICATION
BBA / CE /

TESTIMONIAL

GENIUS
LEADS

PLANNING
LEADS

BARBOUR
ABI.

DESIGN
CONSIDERATION

BUILDING
REGULATIONS
BS / BES / BBA

CASE
STUDY

INDUSTRY
TRENDS

LEAD
EDGE.

CPA
CONSTRUCTION PRODUCTS

COLOUR
FLEXIBILITY

TECHNICAL
DATA

WHITE PAPERS

LEAD NURTURE
(CAMPAIGN)

LEAD
AUTOMATION

MEMBERS
AREA

ONLINE TOOLS

VIDEO
CASE STUDY/TESTIMONIAL

PRODUCT
RE-LAUNCH

DATA SHEETS

INFOGRAPHICS

RE-MARKETING
PROGRAMME

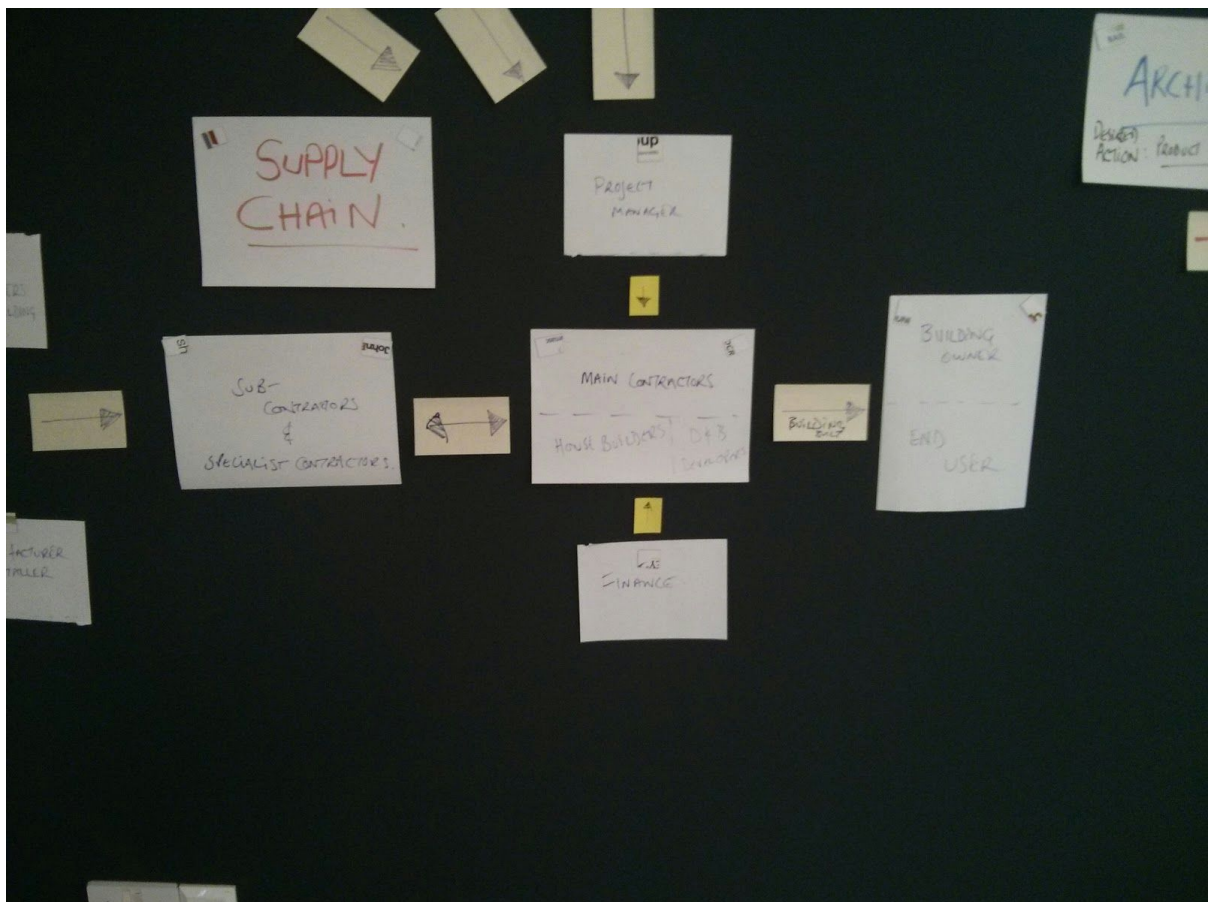
EVENTS
ROAD SHOWS

EBOOKS

SOCIAL
MEDIA

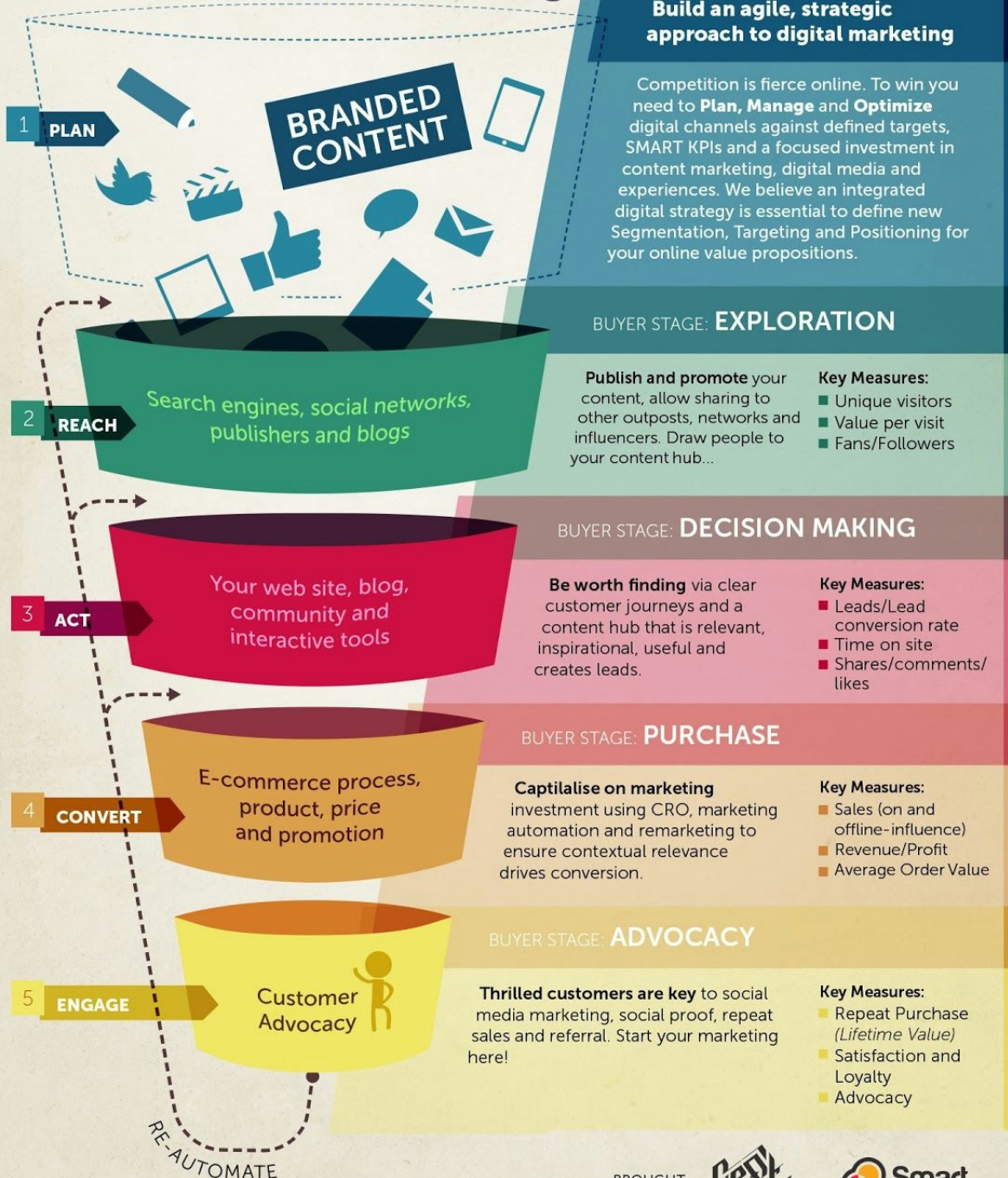
EMAIL

VIDEO
TECHNICAL





The Smart Insights RACE Planning System for Digital Marketing



BROUGHT
TO YOU BY



&



BIM SURVEY 2012

BIM provides a common environment for all information defining a building, facility or asset, together with its common parts & activities.

This includes building shape, design and construction time, costs, physical performance, logistics and more.

More importantly, the information relates to the intended objects (components) & processes, rather than relating to the appearance & presentation of documents & drawings.

Source: www.bim.org

FROM 1000 RESPONDENTS

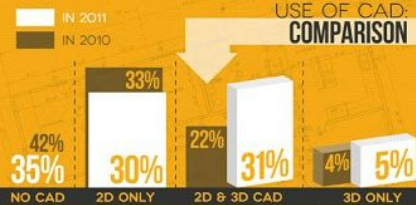
WHAT IS BIM?



WHAT IS YOUR MAIN DISCIPLINE?



14% COME FROM BUSINESSES WITH 1-2 EMPLOYEES
 25% COME FROM BUSINESSES WITH 3-50 EMPLOYEES
 50% ARE NOW OFFERING 3D MODELLING SERVICE
 75% OFFER A DETAILED DRAWING SERVICE



WHAT THEY ALL SAY

90% AGREE THAT THEY HEAR MORE ABOUT BIM THESE DAYS

73% AGREE THE INDUSTRY IS NOT CLEAR WHAT BIM IS YET.

74% DISAGREE BIM IS JUST A SYNONYM FOR 3D CAD DRAWINGS

41% DISAGREE THAT BIM IS ALL ABOUT SOFTWARE

63% AGREE

25% NEITHER AGREE NOR DISAGREE

12% DISAGREE

BIM IS TOO EXPENSIVE FOR US TO CONSIDER AT THE MOMENT

WE NEED TO GET THROUGH THE DOWNTURN THEN WE'LL LOOK AT BIM

48% AGREE

32% NEITHER AGREE NOR DISAGREE

20% DISAGREE

NBS

To download the full survey please visit the NBS website: <http://bit.ly/bimsurvey2012>

