

Case Study

Terinex Flexibles

Client objective

- Alongside creating a clear brand identity that endorsed the company's flexible packaging and sustainability credentials, Terinex Flexibles wanted a website and LinkedIn that would grow the company's awareness and generate leads from converters and brand owners.



Branding & website

Awareness & Lead Generation



Marketing for manufacturers

Campaign idea

4CM guided Terinex Flexible's senior leadership through the brand identity process and encouraged them to think through the key messages they wanted their brand to encapsulate. The process highlighted the importance of including sustainability and 'flexibles' in the brand's identity. A range of logo's were created by 4CM and the final logo and brand guidelines were used to develop a full suite of branding tools, used on the new website, on social media and for the new factory, which opened 5 months after the rebrand.

4CM also created a visually impactful, easy to navigate, SEO optimised website. Existing company images were used in creative ways to communicate the company's expertise, quality and service offering. An SEO strategy was also put in place to target potential customers in food processing. This is an ongoing part of 4CM's work with Terinex Flexibles.

The results

SEO optimised website targeting convertors and brand owners primarily in the food industry:



1 2 3 4 5 6 7 8 9 10

For 8 relevant and non-branded keywords Terinex Flexibles is now on **page 1 of Google**



AI Overview

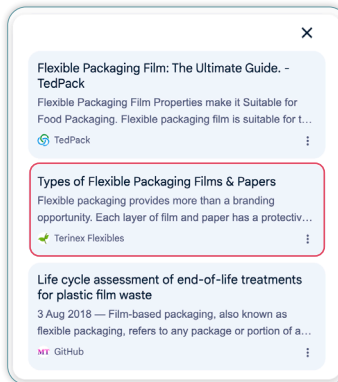
For the phrase '**flexible packaging films**' Terinex Flexibles is listed in Google's AI overview box



Product mockup



White papers



EXAMPLES



Logo Ideas



LinkedIn

