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Success Story

TEES increased engagement rates up to %75 and growth Instagram Account x3 in a year thanks to Digipac Consultancy!

Executive Summary:

A comprehensive rebranding and marketing endeavors undertaken for Tees with Digipac Team. This initiative aimed to revamp the brand's visual identity and online presence through a multifaceted approach. The strategies encompassed a complete redesign of the logo and website, the establishment of a robust social media presence, and the communicated with distributors and restaurants fort the creation of promotional materials such as booklets and catalogs. The overarching goal was to position Tees as a contemporary, customer-centric brand, fostering increased engagement, loyalty, and market share.

%150

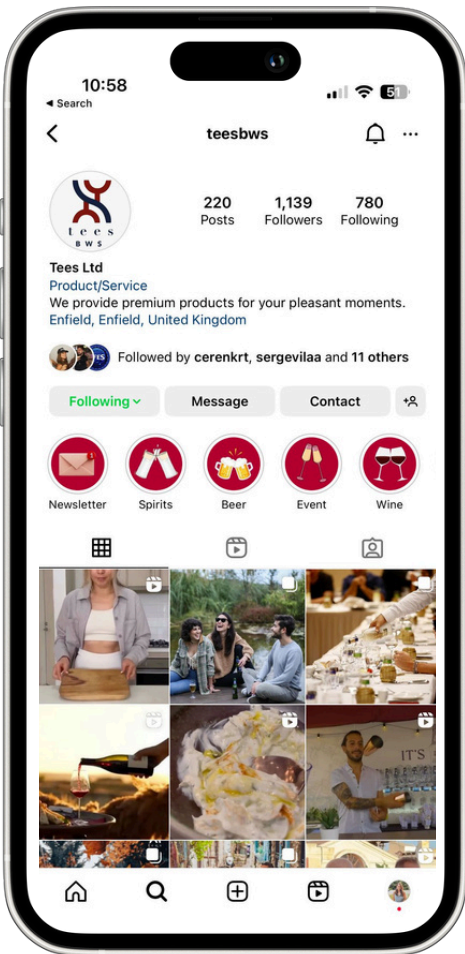
Instagram
Organic Growth

%40

Email
Open Rate

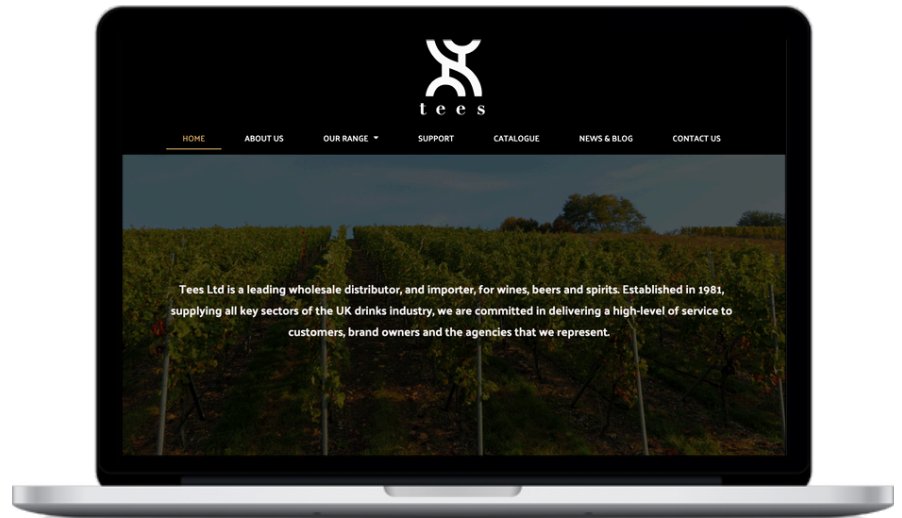
%75

Increase
Engagement Rates



About TEES

Tees Ltd is a leading wholesale distributor, and importer, for wines, beers and spirits. Established in 1981, supplying all key sectors of the UK drinks industry, we are committed in delivering a high-level of service to customers, brand owners and the agencies that we represent.





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CHALLENGE:

The primary challenge facing TEES Ltd. is the lack of brand recognition and visibility for the TEES brand itself, despite the well-established reputation of its subsidiary brands in Turkey and their existing audience in the UK market. The objective is twofold: to significantly enhance brand awareness for TEES and to catalyse growth in sales while forging stronger partnerships with a broader spectrum of restaurants.

SOLUTION:

In response to the identified challenge, the Digipac team embarked on a comprehensive and tailored strategy designed to elevate TEES' brand presence and market position. The multifaceted approach encompassed the following key initiatives:

- 1) Social Media Management;** Instagram & LinkedIn
- 2) Brand Awareness;** Logo, Website, Booklet,
- 3) Website Development & Design;** Website actions, SEO
- 2) Influencer Marketing for New Followers**
- 3) B2B2C Strategy, Cooperation with Distributors & Restaurants**
- 4) Email Marketing for Retention**
- 5) Sales Campaign Management**
- 6) Events;** Restaurants and Supplier Events
- 7) Design;** Brand Book, Social Media, Catalog, Brochure, Label

OUTCOME:

THE RESULTS

x3

3 times growth in the Instagram Account compare to 2022

%75

Increased Engagement Rates on social media with lives, campaigns



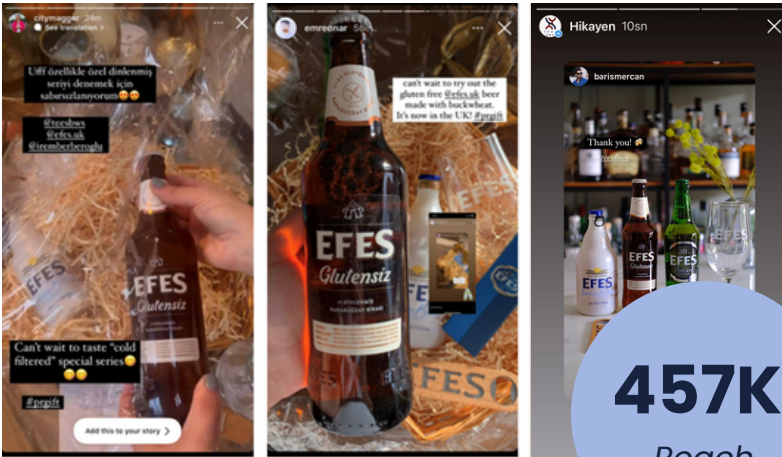


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OUTCOME:



457K

Reach

Influencer Marketing Campaign boosted organic growth %40!

%40
Open Rate



Newsletter

Cheers from TEES BWS

May Vol.2



As a representative of TEES BWS, a provider of exceptional wines, I am excited to offer you creative tips for designing a wine list that will take your restaurant's dining experience to new heights. 🍷🌟

We sent monthly newsletter to 4K people; distributors and restaurants.

150

participants



We organised an event for TEES's clients, distributors and possible restaurants

teesbws



50K

Reach with Murat Cark Live



Sercan ERKARSLAN ★★★★★

Managing Director - TEES LTD.

The Digipac team worked closely with us to create our brand from scratch. They have a creative approach and are dedicated to carving out a multi-channel marketing strategy in B2B growth. Digipac Consultancy helped us deliver highly-tailored experiences across all our digital channels and significantly improved our engagement rates and brand awareness, reaching as high as 30%.