



NightSearcher

Plans to Succeed

Previous Packaging

The previous packaging designs were all created in the same year however all of the logos, colours and designs were different. The sporadic approach to packaging design provided no consistency for customers or distributors.



Developing Custom Branding

Value from customers viewpoints

Probuilt:

Thank you for the warm welcome and for sending over the Dropbox of images. Those have proven to be a huge help over the last week. I appreciate your time.

Probuilt:

This looks great. Approved. Thank you!!

Value from customers viewpoints

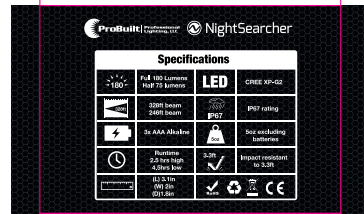
Racco:

Hello Andrew:

Very happy with this project. :-)

... Have a great weekend!

Fernando



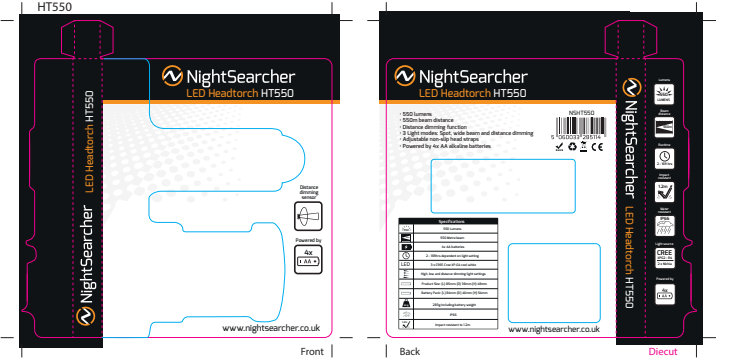
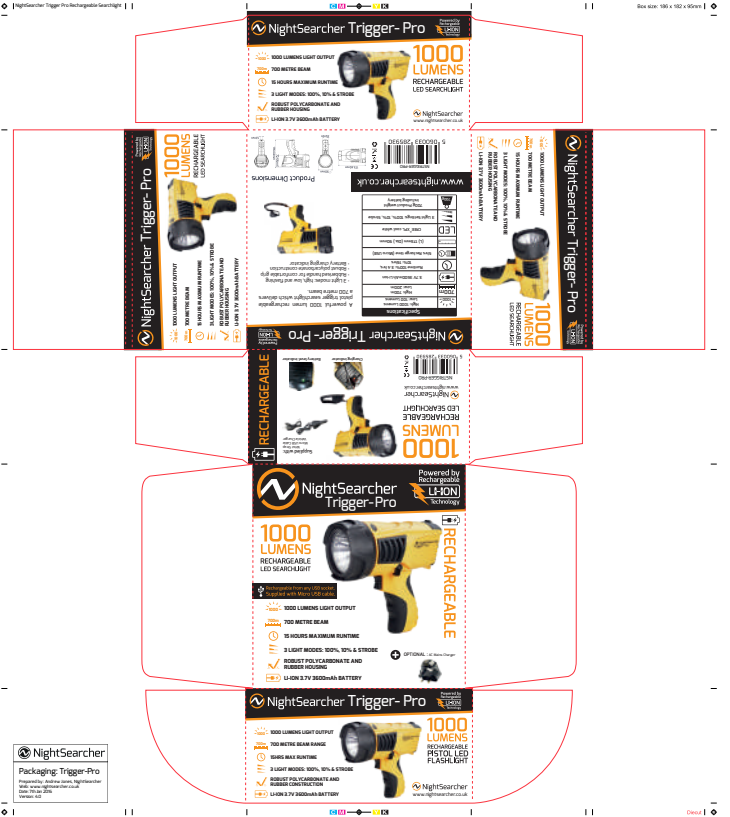
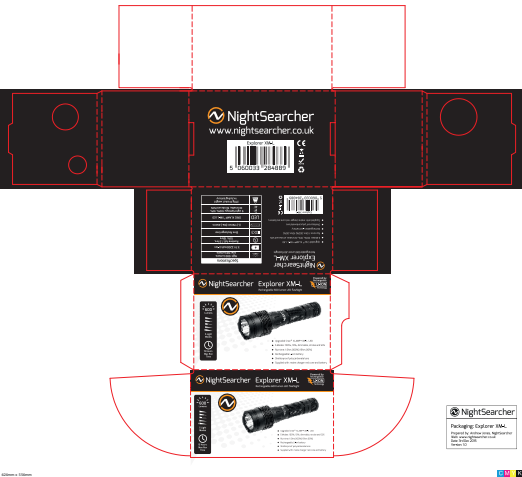
21 Aug 2015

Diecut



New Packaging

Creating a strong brand identity was key for the new packaging. The new logo and redesign of the packaging was particularly effective when distributors display the products together which reinforced the new branding. It was important to make a distinct change to ensure the customers knew changes were going to be consistent across all products.



Video

Video is a key part in Google ranking. It can be a key way to promote products, and has been a key way of raising our products in to a premium product market. The videos will be even more valuable when integrated to the new website. We now have professionally produced videos which increases our product interest and has been integrated into product presentations and used by our distributors.

Video	Views	Date Uploaded
NightSearcher Headtorches - HT550R and HT550	243	Sep 23, 2015
NightSearcher Area Lighting - Solaris Lite Li-ion	253	Sep 23, 2015
NightSearcher Hazard Light - Pulsar set of 5	198	Sep 23, 2015
NightSearcher Handlamp - TRIO550	185	Sep 21, 2015
NightSearcher Panther and Puma XML Li-ion Searchlights	146	Sep 21, 2015
NightSearcher Headtorches - HT340R and HT180	108	Sep 21, 2015
Galaxy 1000 and 2000 Portable Lights	80	Nov 24, 2015
NightSearcher Solaris Duo	51	Nov 5, 2015
NightSearcher Megastar Lite Li-ion	31	Nov 5, 2015

Geography	Geography ID	Watch time (minutes)	Views	Avg. view duration (minutes)
United Kingdom	GB	109	142	0.77
France	FR	22	26	0.85
Slovenia	SI	15	24	0.63
Spain	ES	14	13	1.1
Estonia	EE	7	6	1.19
Poland	PL	7	16	0.43
Germany	DE	7	11	0.62
Netherlands	NL	4	3	1.33
United States	US	3	3	0.99
Czech Republic	CZ	3	3	0.88
Italy	IT	3	3	0.87
Croatia	HR	2	3	0.76
India	IN	2	3	0.76
Ireland	IE	2	2	1.13
Malaysia	MY	2	2	0.96
Austria	AT	2	2	0.95
Switzerland	CH	2	2	0.95
Belgium	BE	2	2	0.81
Chile	CL	1	1	1.31
Norway	NO	1	1	1.1
Isle of Man	IM	1	1	0.93
UAE	AE	1	1	0.88
Indonesia	ID	1	1	0.85
Portugal	PT	0	1	0.4
Russia	RU	0	1	0.05

Next Steps

Development / differentiate NightSearcher.co.uk from .com

Email Marketing: Segmentation of customers, by sector, product interest and buying 'data lists'

YouTube video advertisements

Twitter advertising

Retargeting - Google AdWords

Content - White Papers - utilising ATEX information, and working light conditions information

Development of the FAQs section of the website.

Press Releases - via new website

Development of TorchWarehouse as supporter of sports events etc. i.e. cycling, running events

Analytics review of the update nightsearcher.co.uk, nightsearcher.com and nightsearcher.hk

Custom branding through Hong Kong

Marketing Collateral - Leaflets, Brochures, Stand Graphics

Website Maintenance - TorchWarehouse, NightSearcher, Distributors Web Development



Deliverables

Development / differentiate NightSearcher.co.uk from .com
Banner Design, Content, FAQ Development and Articles

Email Marketing: Segmentation of customers, by sector, product interest and buying 'data lists'
Email Sign Ups with 'drip feed' email.
A/B testing of different formats
Buying data lists
Encouraging email sign ups through different website calls to action
Automation of email sign ups to ensure consistent emails for customers

YouTube video advertisements: Dependent on budget and value proposition

Twitter advertising: Dependent on budget and value proposition

Retargeting - Google AdWords: Dependent on budget and value proposition

Content - White Papers: Creating graphics and content on industrial applications targeted at larger markets and more bulk buying

Development of the FAQs section of the website. Utilising the previously collated work from Cheryl

Press Releases - via new website. Create pages and paid for advertising within industrial.

Development of TorchWarehouse as supporter of sports events etc. i.e. cycling, running events

Analytics review of the update nightsearcher.co.uk, nightsearcher.com and nightsearcher.hk
Development plan to ensure it has organic growth
Content updates including pdfs, video
Speed improvements to sites

Custom branding through Hong Kong: Quicker now we have artboards and product information

Marketing Collateral - Leaflets, Brochures, stand graphics within brand guidelines

Website Maintenance - TorchWarehouse, NightSearcher, Distributors development

In Summary

2015 saw the collation and development of the NightSearcher brand, with logins, websites and product packaging becoming unified. Now we have the opportunities to develop the NightSearcher brand with a more global mind set.

The development of the various sites, translated versions of brochures, graphics and marketing materials gives us a great platform to spring board from to ensure that our distributors and customers are equipped to sell effectively.

The new websites are going to be key in the development of the NightSearcher brand, providing up to date information, a strong brand connection between products, website and marketing materials. Utilising analytics tools on the website will be useful to ensure that the sites are working effectively for our users.

2016 will see the honing of these changes continuously improving to provide better service for our distributors and customers.