

CASESTUDY//

# WOODFORD GROUP PLC

RedMoran



## Woodford Group plc

### Client//

UK's leading brownfield land acquisition and remediation company.

### Project overview

Woodford came to RedMoran with the clear objective of developing a strong brand presence to build the profile of the Company to achieve its ambitious growth plans.

### Solution

Definition of the Group into individual customer facing brands highlighting Woodford's unique capability to fulfil any aspect of a project including sourcing brownfield land, undertaking site investigations, environmental studies and full remediation works through to implementing the civil engineering infrastructure for the developer.

- Design and production of a suite of high quality corporate literature including researching and writing technical case study material, briefing and art directing technical photography.
- Development of an interactive web presence for the Group.
- All media liaison and public relations activity including interviews, feature monitoring, case study development and opinion pieces.
- Development, design and production of a series of "Groundbreaker" newsletters.
- Organising public consultations for various Woodford Group remediation projects.
- Conception and organisation of launch events and corporate hospitality across the UK and abroad.

### Result

Woodford Group plc has won numerous awards including the Orange National Business of the Year – Growth Strategy and has achieved a top ten position on The Sunday Times Profit Track 100. Woodford Group plc is now launched in 4 geographical regions across the UK and employs over 160 people.



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