

Brightlines Case Study

**From plateauing
sales of £200,000 to
turning over more than £1 million.**

Problem

No growth. No strategy.

The Brightlines story began back in 1999 when founders Josian and Neil got together with a shared vision to build one of the best translation agencies in the UK. With a clear goal, and a commitment to delivering unparalleled customer service, they set about redefining the sector. However, after years of turning over around £200k, they needed some new ideas.

Problems facing Brightlines:

- Saturated market with thousands of competitors.
- New technology from Google translate was impacting sales.
- The existing website (upper right) was a very basic experience.
- The website didn't have any corporate communications.
- The copy was poorly constructed with little in the way of messaging design or positioning.

The website was really holding Brightlines back. In addition, significant risks from technology newcomers and a growing number of competitors were forcing down price. Something needed to change and fast.

Confident in my ability, I accepted Josian's (director of Brightlines) request to help reframe the future of her business.



The previous Brightlines website.

Note

Thousands of companies commission new business websites every year. However, few of them conduct any business strategy, communication strategy or website planning work beforehand.

Few web design agencies offer this service either.

Not doing this work is a recipe for project paralysis and often results in the production of mediocre websites. Businesses are then at risk of commoditization, as little brand value is presented or perceived by target audiences.

It doesn't have to be like this.

Solution

The power of trust

With a clear scope and schedule in place, I commenced work on the project, keen to reimagine the business by getting into the mindset of potential clients.

Research

I conducted forensic research into Brightlines's competitors and found a sea of companies all banging the same drum. Some of the competitor websites were almost identical and others were more basic than the existing Brightlines website. As I reviewed the websites and talked with clients it became very clear to me that the competition and Brightlines were missing a key issue.

Psychology

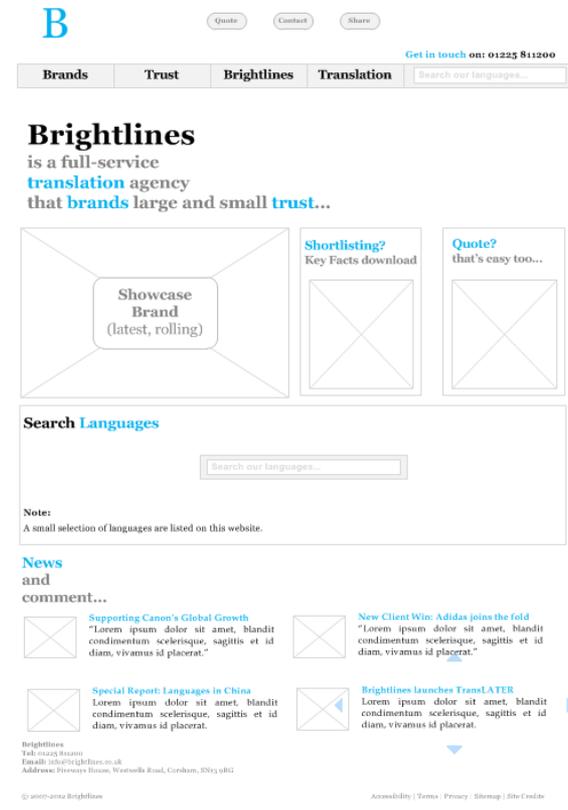
When a prospective client first views a website they are strangers to that brand, unless they have received a recommendation. Hence, wise to think about putting that prospective client at ease with a range of confidence inducing messaging. However, I was keen to attend to deeper psychological issues that could influence choice. It is well documented that large brands have made monumental mistakes in their global communications with poorly translated communications. I felt this risk of getting a translation wrong was actually very real so I explored using this risk to reposition the competition.

A fresh approach

Following my research I resolved that trust was the key psychological issue. You wouldn't have a clue if something was translated properly or not unless you spoke the language so I decided to run with this idea.

I wanted a clear difference between Brightlines and competitors from the second visitors arrived at the website, so I integrated **Brands Trust Brightlines Translation** into the navigation. This planted a seed of doubt in other translating agencies while instilling confidence in the Brightlines brand with a weighty section of brands that trusted Brightlines. I created the sitemap and wireframes (homepage wireframe right) and after gaining the full and excited approval of Josian, I set about writing over 20,000 words of copy for the website. On completion, I briefed agencies and supported the build.

Homepage Wireframe



Result

£800,000 growth in turnover

Following execution of the new business and communication strategy, Brightlines enjoyed exceptional results and a substantial growth in turnover.

In addition, it has achieved its broader goal of gaining a competitive advantage over a core group of direct competitors.

Annual turnover increased rapidly from a static £200,000 to over £1 million within 18 months of the new strategy being deployed.

Testimonial

“Stuart helped us reposition our brand with a sophisticated positioning and communications strategy. His approach and work on the planning and copy literally transformed our website into a compelling brand experience.

Since launch, we have more than quadrupled sales and opened offices in London and New York. We now have a great platform for our business to grow even further.

I can't recommend Stuart highly enough.”

Josian Phillips, Director

www.Brightlines.co.uk



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Want to reimagine the future of your business?

Solving business problems and helping to achieve outstanding results is what I do.

If you'd like to talk about how I can help your business, please get in touch on stuart.wood@stuartwood.co.uk.

Lucky?

Other examples of my work

I have more than twenty years' experience improving the performance of businesses.

Suzuki

The UK was Suzuki's fourth largest market in Europe. It's now its No.1 market in Europe.



Mind Tools

Mind Tools was stuck on £800k turnover. It's now turning over more than £1.6m.



RAW Productions

From sales in decline and three inferior websites to achieving a 30% growth in sales.



Time to talk?

If you'd like to talk about how I can help transform the future of your business, please get in touch.

Get in touch

You can contact me directly on stuart.wood@stuartwood.co.uk or by visiting www.stuartwood.co.uk.

