



## CASE STUDY

### ▼ *Modern Masonry Alliance*



**Modern Masonry Alliance is an organisation that promotes masonry products to residential and social house builders.**

**Amongst its members are some of the largest names in the UK building industry; Hanson, H+H UK Ltd, Ibstock brick, Tarmac and Wienerberger Ltd.**

## THE CHALLENGE

For a number of years the masonry industry in the UK has been under attack from alternative methods of construction, particularly timber frame. The task was to grow market share for the masonry industry using the website as the portal to communicate everything positive about the industry and its products.

## Website development and management

The website had to be developed to cater for constant changes and up dates and have the ability to quickly and easily add news articles and update information and documents.

A website manager would be needed to take control of the daily updates, monitoring of the site and work with all of the partner companies to provide the latest information.

Marketing support would be required to work with the organisation to increase the number of visitors to the website and help the organization with their various advertising campaigns and events.

## THE SOLUTION

- ▶ Take on the day-to-day management of the website
- ▶ Collect and manage all of the content in co-operation with the client and member companies.
- ▶ Ensure news stories are checked for content before being posted onto the website.
- ▶ Keep registered users informed of the latest news using an alert system, allowing users to choose how often and what news they want to read.
- ▶ Provide marketing support to manage advertising campaigns, printed materials and events and exhibitions.

## THE RESULT

- ▶ The website provides a vast amount of information to the house building industry and stories covering the latest breaking news.
- ▶ All pages are designed so that within the overall framework, additional information boxes, adverts and promotions can be added or taken off as required.
- ▶ Brand awareness through a consistent message and design approach has been achieved.
- ▶ Innovative design and aggressive marketing have helped the association to raise awareness of the importance of the masonry industry and reduce the market share of timber frame buildings.

## CLIENT COMMENT

From the initial concept and website development through to continually increasing the profile of Modern Masonry Alliance, Crystal Thought provides the creative ideas and additional support needed by the MMA to achieve our goals.

**Mike Leonard - Managing Director,  
Modern Masonry Alliance**