

CASE STUDIES — FOR THE LEAD GENERATION TEAM

Case Studies

Your marketing, always moving.

Real proof for your calls. When a customer says they've been burned before, or wonders whether we can handle their scale, these are the stories to reach for.

800+

PROJECTS DELIVERED

20+

YEARS OF PROOF

100%

BRAND CONSISTENCY

HOSPITALITY & LEISURE · SIGNAGE & FULL ESTATE BRAND ROLLOUT

Butcombe Pubs & Inns

74 venues · 12 weeks

Facing rising costs post-pandemic, this 74-venue pub chain needed their brand to work harder and look identical across every site. Footprint Group designed, manufactured and installed cohesive signage across the entire estate — exterior fascia, interior branding, wayfinding and menu boards — managing multi-site logistics end to end. The full rollout completed in 12 weeks, on time and on brand, with 100% brand consistency across all 74 locations.

“Managing 74 venues simultaneously is no small task, but the team handled every detail with professionalism throughout.”

— Butcombe Pubs & Inns

Use this when: the customer has multiple sites, or doubts we can deliver at scale.

LEISURE & RETAIL · WEBSITE DESIGN, DEVELOPMENT, HOSTING & LEAD CAPTURE

Viscount Leisure

A website that sells while they sleep

A family-run motorhome and caravan dealership needed a modern website that matched the quality of their stock and made it easy for customers to browse and book. Footprint Group delivered a mobile-first build with Silent Salesman stock integration, 360° virtual tours, an online viewing-booking system and CRM-connected lead capture — a site that updates stock automatically and captures enquiries around the clock.

"We are delighted with our new modern website. The whole team has been great — the results speak for themselves."

— Viscount Leisure

Use this when: the customer's website is dated, or they want digital that actually generates enquiries.

More proof, at a glance

Openwork Ltd Financial Services

Multi-site office branding: exterior signage, wall wraps, stair graphics, merchandise and print.

Monahans Professional Services

A 7-office signage rebrand rolled out simultaneously across the South West on launch day.

WireMasters Industrial

Complete Swindon office fit-out with bespoke lightboxes, precision lettering and a landmark stairwell mural.

Clipper Marine Marine

Quarterly magazine redesign plus social media management across five platforms.

Leaves Building & Maintenance Construction

A single brochure brief that grew into print, workwear, vehicle graphics and signage.

Neuro Wellbeing Centre Healthcare

Bespoke vinyl illustration transforming a clinical space into a welcoming environment.

Parent Support Link Charity

A long-term partnership covering all print and social media, year after year.

THE TAKEAWAY FOR YOUR CALL

Whether it's one sign or a national estate, one brochure or a full outsourced marketing department — we've done it before. Point customers to **footprintgroup.uk/our-work** for the full library, then capture the lead in the portal while the interest is live.