



Pomegranate fuelling natural growth!

Brand Development
Brand Identity
Website
CMS
CRM
Print

Southwest Biofuels is the South West of England's leading producer of premium Biodiesel, promoting environmental and agricultural sustainability through the localised supply and consumption of renewable fuels.





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The Brief:
Pomegranate was brought in at the very outset of the business to offer strategic brand consultancy, with the aim of developing a brand name, brand identity and total communications platform.



The Solution:
Research is an integral part of all Pomegranate projects and formed the basis for the SW Biofuels brand creation. Drawing from the research phase and our analysis of the biofuels market, Pomegranate was able to set clearly defined brand values, create a strong brand name and pinpoint a market position which SW Biofuels could make their own.

After creating the master brand, Pomegranate worked with SW Biofuels to create specific product sub brands.

The first of these was Bioadvance, SW Biofuels primary diesel fuel. The identity reflects the strong performance nature of the fuel, an asset which is often overlooked by consumers who perceive green fuels to be a predominantly cottage industry.

Guidelines were created to ensure that the SW Biofuels brand message is communicated consistently at all brand touch points, clearly and accurately portraying all brand values.

Pomegranate continues to design all SW Biofuels extended collateral incorporating stationary, website, biofuel production animations and promotional materials including vehicle livery, tire covers and bumper stickers.



Brand creation



Online



Direct mail



Advertising



CRM



Exhibition

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The Results:

Since the site launch, orders and onsite filling increased from 10 per day to over 60 per day.

The sales team was also able to increase conversions at meetings by 90%.

The Future:
The SW Biofuels brand launch has been a success as the brand is beginning to expand from it's South West routes.

Pomegranate will be involved in the future expansion plans - fuelling growth is what we do best.



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