

shoal case study

advertising

Kompass

shoal
effective
creative

“Working with Shoal is always an extremely smooth process. I needed an effective campaign to attract companies interested in exporting and that is exactly what they provided.”

Vicky Howlett

Senior Marketing Manager, [Kompass.co.uk](https://www.kompass.co.uk)

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Raising the advertising bar for Kompass... quite literally

Kompass is the leading provider of global business-to-business company and product / service information for professionals working within sales, marketing, research and purchasing.

Objective: To create strong, direct response online and offline advertising campaigns promoting the benefits of advertising with Kompass and aimed at UK-based export companies and manufacturers.



Solution: Our client needed to reassure its target audience that advertising with Kompass could increase export opportunities and sales. We decided to tackle this graphically via the use of brightly coloured shipping container illustrations. For press advertising the containers resembled a bar chart depicting growth, whilst online advertising (animated banners and skyscrapers) showed the stacked containers increasing in height before breaking through the top of the advert - suggesting the potential growth in export sales that Kompass advertising might offer.

Effective: We helped Kompass to clearly differentiate its brand and product offerings through clever and distinctive graphic design, leading to an improved response across multiple platforms.

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