



2002
2022
YEARS
FELLOWSHIP

FLEXITEEK

DELIVERING GLOBAL GROWTH FOR FLEXITEEK

Sector: Marine

Employees: 25-50

Client Contact: Marketing Manager

Flexiteek is the world's leading producer of synthetic teak decking for boats ranging from tenders to superyachts. Their mission is clear; to produce the world's most desirable decking and marine products – thanks to their quality, performance, design and practicality.



FLEXITEEK

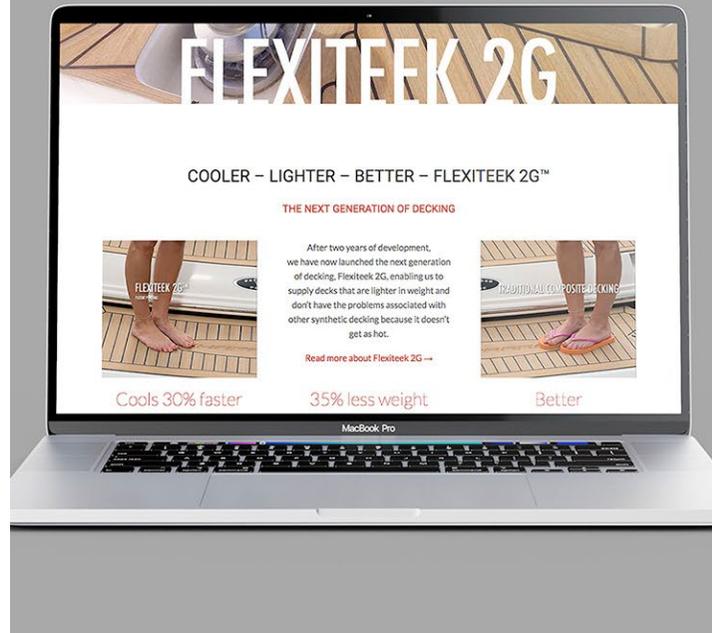
THE OBJECTIVE

To support their ambitious plans for global expansion, Flexiteek commissioned us to:

- review their brand image
- develop a coherent marketing strategy
- design new marketing collateral
- create an international portfolio of new websites



OLD BRANDING





OUR SOLUTION

We started by exploring their history and heritage, analysing their customers and competitors, and working on a fresh brand story and style.

As the core expression of their identity, we concluded that their logo needed smartening up, rather than replacing from scratch.

The Flexiteek brand is widely used and well established amongst a worldwide network of dealers and distributors. It's trusted by over 200 leading boat builders. And reasonably well recognised by boat owners.

Identifying the target audience.

A review of the competition confirmed that Flexiteek's flagship 2G product remains best in class for its unbeatable combination of stunning looks, impressive longevity, low maintenance and outstanding performance in a wide range of weather conditions.

In terms of the target market, while the product is suitable for boats of all shapes and sizes, larger boats are clearly a particularly attractive segment.

Being responsible for 50-60% of sales, boat builders were the obvious priority, followed by boat dealers and owners of larger boats of 10 metres plus.





WILAS-DIGS FLEWTEEK MARKETING STRATEGY
MARKETS / TERRITORIES

PHASE 1: EUROPE

As shown below, the results of our first key question were heavily weighted in favour of USA being the highest priority country for Flexiteek to target over the next 12-18 months.

Whilst we agree that the USA offers the greatest long-term potential, we feel Flexiteek may not be ready to target the US market this year, and it should be considered as a Phase 2 for 2021 (see next page).

Q1) Which are the three highest priority countries for Flexiteek over the next 12-18 months?

RESPONDENT	#1	#2	#3
A	USA (phase 2)	UK	Germany
B	France	Italy	USA (phase 2)
C	USA (phase 2)	France	Poland
D	USA (phase 2)	Canada	E-Europe / Poland

- **France** - Specifically OEM builders/besides who outsource to Poland.
- **Italy** - Biggest market, but badly affected by COVID-19. PlusDECN were making inroads - is there now an opportunity to push hard and take some of their market?
- **USA** - By far the biggest potential. But infrastructure not fully in place (training, monitoring, etc). Need WP7 to contact to Flexiteek and invest time/money/staff.
- **Spain** - Has a lot of OEMs. With the French Riviera getting too expensive & crowded, people are starting to move their yachts in Spain. Mallorca is a huge market itself too.

Our recommendation is to target **Europe** this year, with a specific focus on countries that offer the best return on investment - **UK, France, Germany, Italy, Poland and Spain.**

*We've included the UK as we feel there's further potential for growth (with three of you based here, together with your contacts and market knowledge)

PHASE 1
Europe

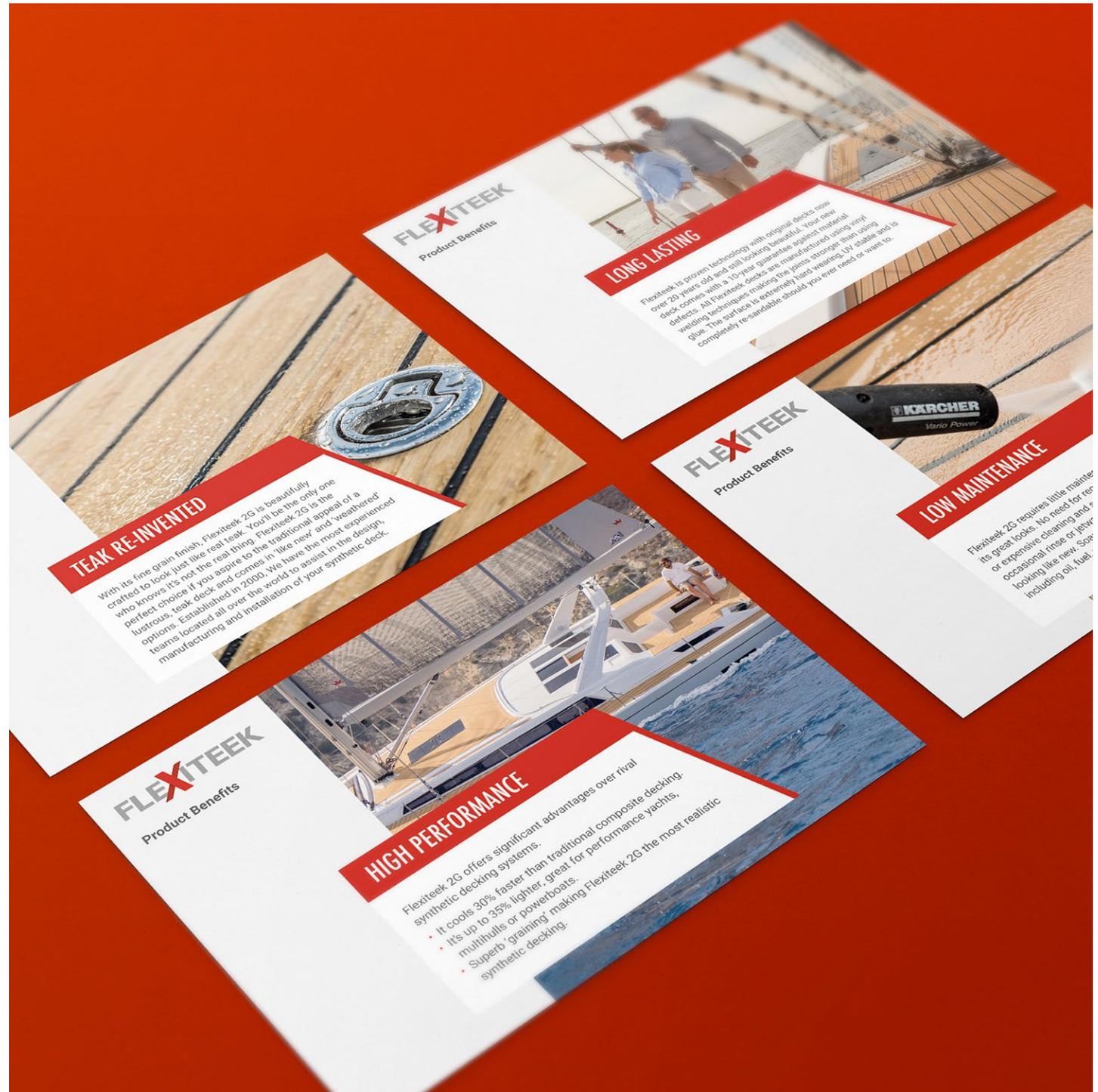


Deciding on which countries to target.

The initial focus was to be on increasing sales in key countries in Europe, while building capabilities and profile in the US, and considering the longer term potential in China.

Customer surveys.

We gleaned insights from surveying boat builders, dealers, distributors and owners to develop Flexiteek's new purpose, proposition, story and strapline – showcasing the product's affordable luxury positioning, great looks and outstanding performance.





EXPERT ADVICE, INSPIRATION AND SERVICE WORLDWIDE

Over the past twenty years, Flexiteek has established a solid distribution network, serving hundreds of boat builders, boat dealers and boat owners worldwide.

Our experienced distributors have all been fully trained in the design, manufacturing and installation of Flexiteek 2G and can offer advice on all boats from tenders to superyachts.

To find your nearest distributor, please visit our website www.flexiteek.com/find-a-distributor



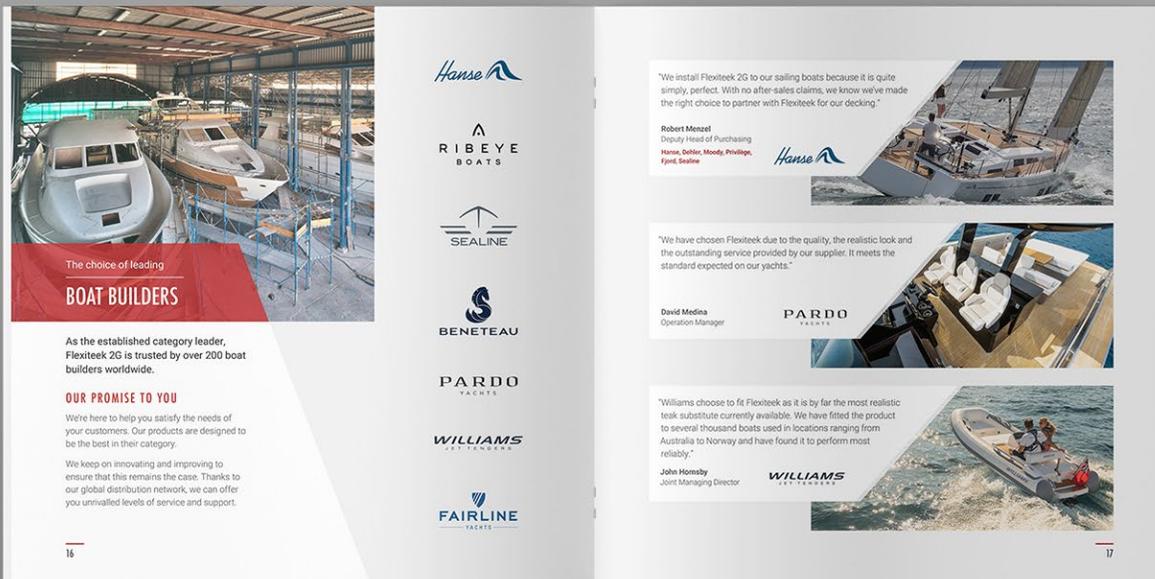
TRUSTED BY OVER 200 BOAT BUILDERS WORLDWIDE

Over 100 Distributors and Agents	In 50 Countries	Across 6 Continents
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Moving from strategy to implementation.

Flexiteek then appointed Jason Shirley as Marketing & Brand Manager, to drive the project forward internally. We worked closely with Jason throughout, jointly ensuring everything is on time and on budget.

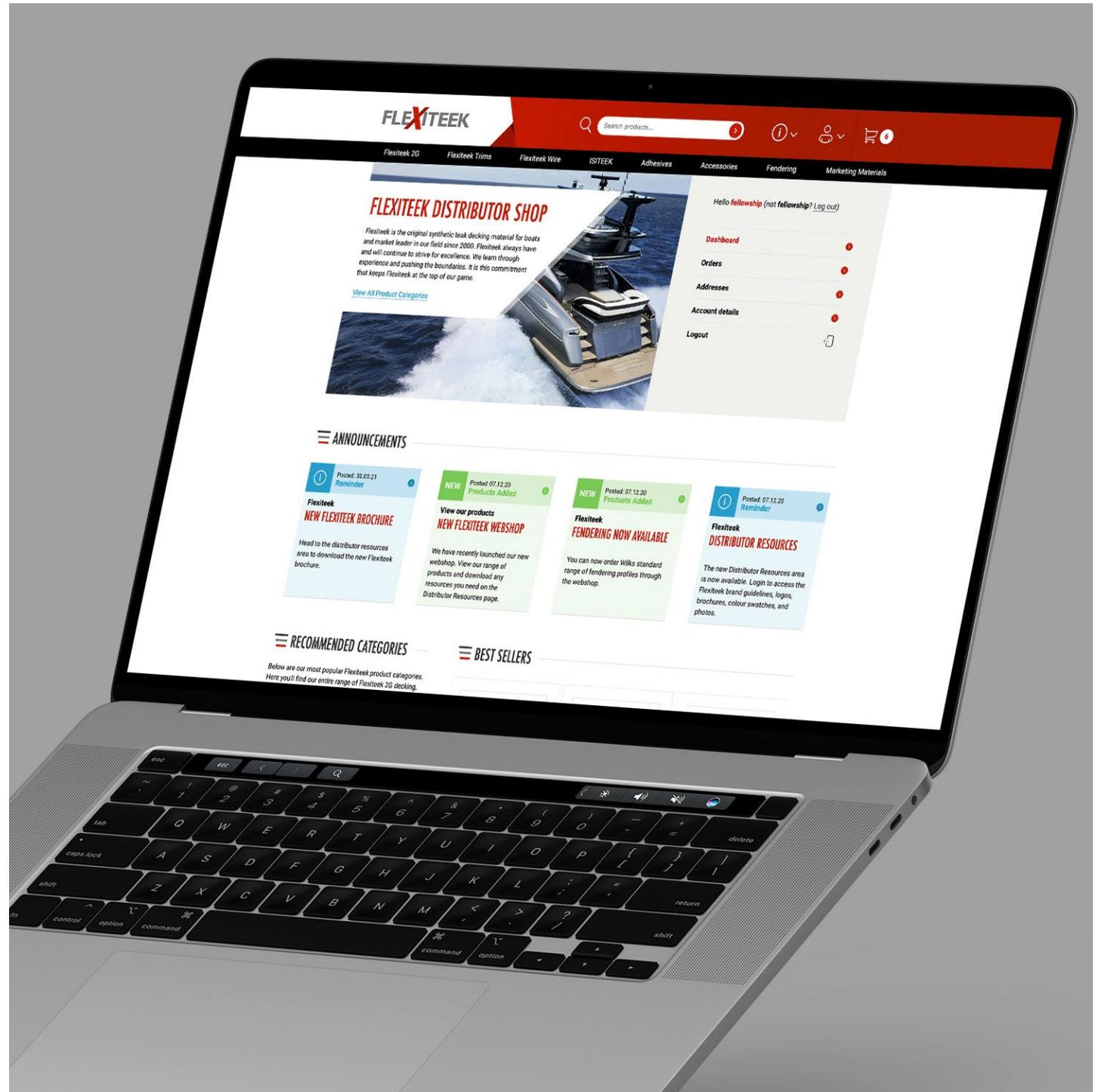
We produced a brand guidelines document and designed a range of marketing collateral including brochures and advert templates in multiple languages to be used by their global distributors. We also designed new packaging for their product sample boxes.

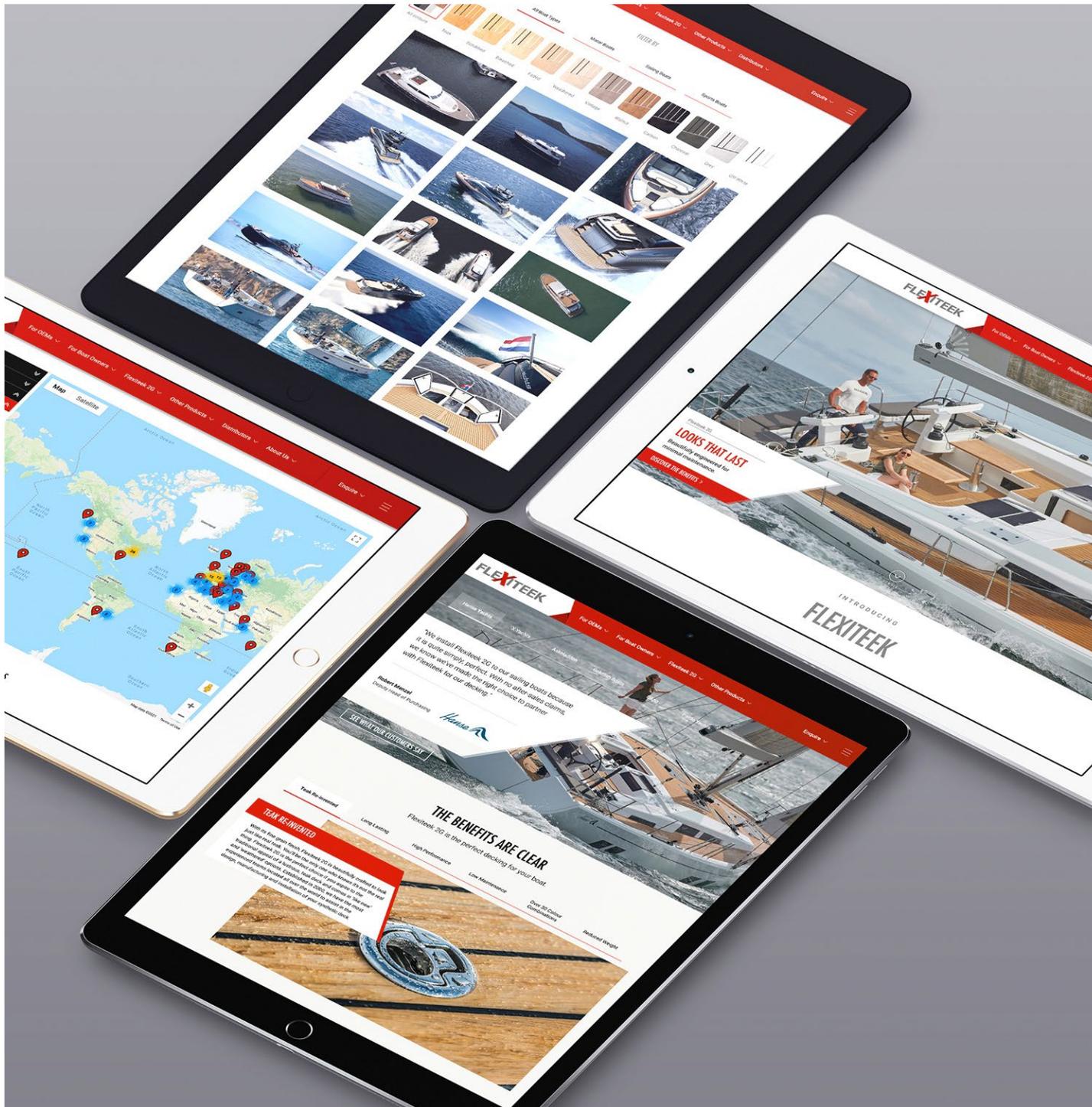


New E-commerce website.

Our first digital project was to build a new E-commerce website to act as the single channel for both trade and retail orders of Flexiteek.

The website had specific requirements including multiple price bands, integration with Sage 200, bespoke delivery functionality and a secure distributor resources area. This contains an extensive range of brand assets and artwork templates for distributors.





WordPress Multisite solution.

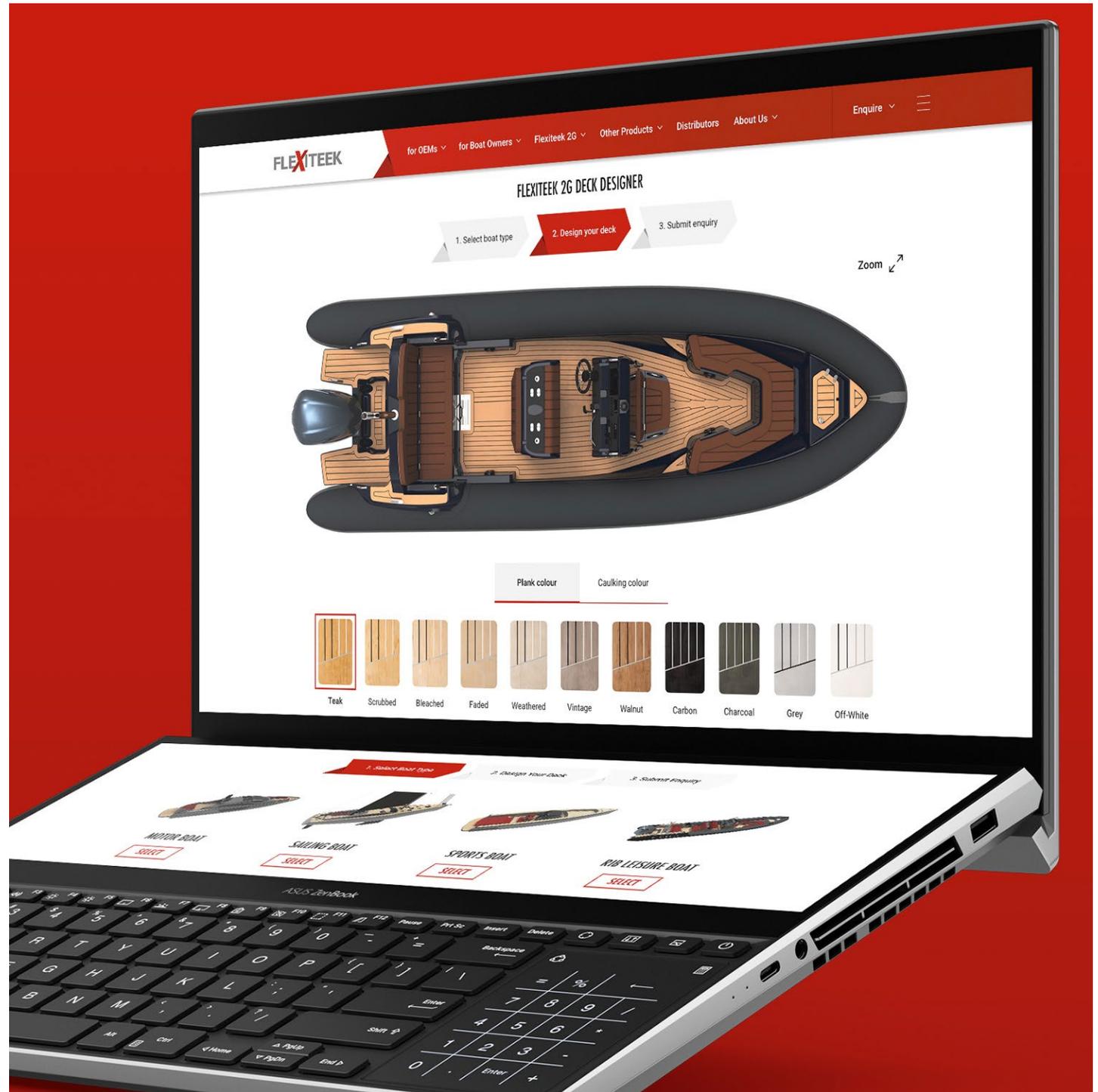
Flexiteek's range of global websites needed substantial revision and consolidation to ensure consistency of branding and messaging across multiple countries and dealerships.

We created a master WordPress website – www.flexiteek.com – along with eleven websites tailored to individual countries, using the same brand assets and messaging, each one translated into the local language.



Deck Designer tool.

A key feature of the new website is our interactive Deck Designer, which allows users to visualise over 30 colour combinations of Flexiteek on a range of boat types.





Global marketing campaign.

We developed the 'Flexiteek Islands For Everyone' campaign for use across all target countries. This features a stunning CGI image of Flexiteek Bay showcasing a range of Flexiteek deck designs and colours on eight different boats.

The eye-catching visual was specifically created to ensure standout from competitors in trade publications, online and at boat shows.



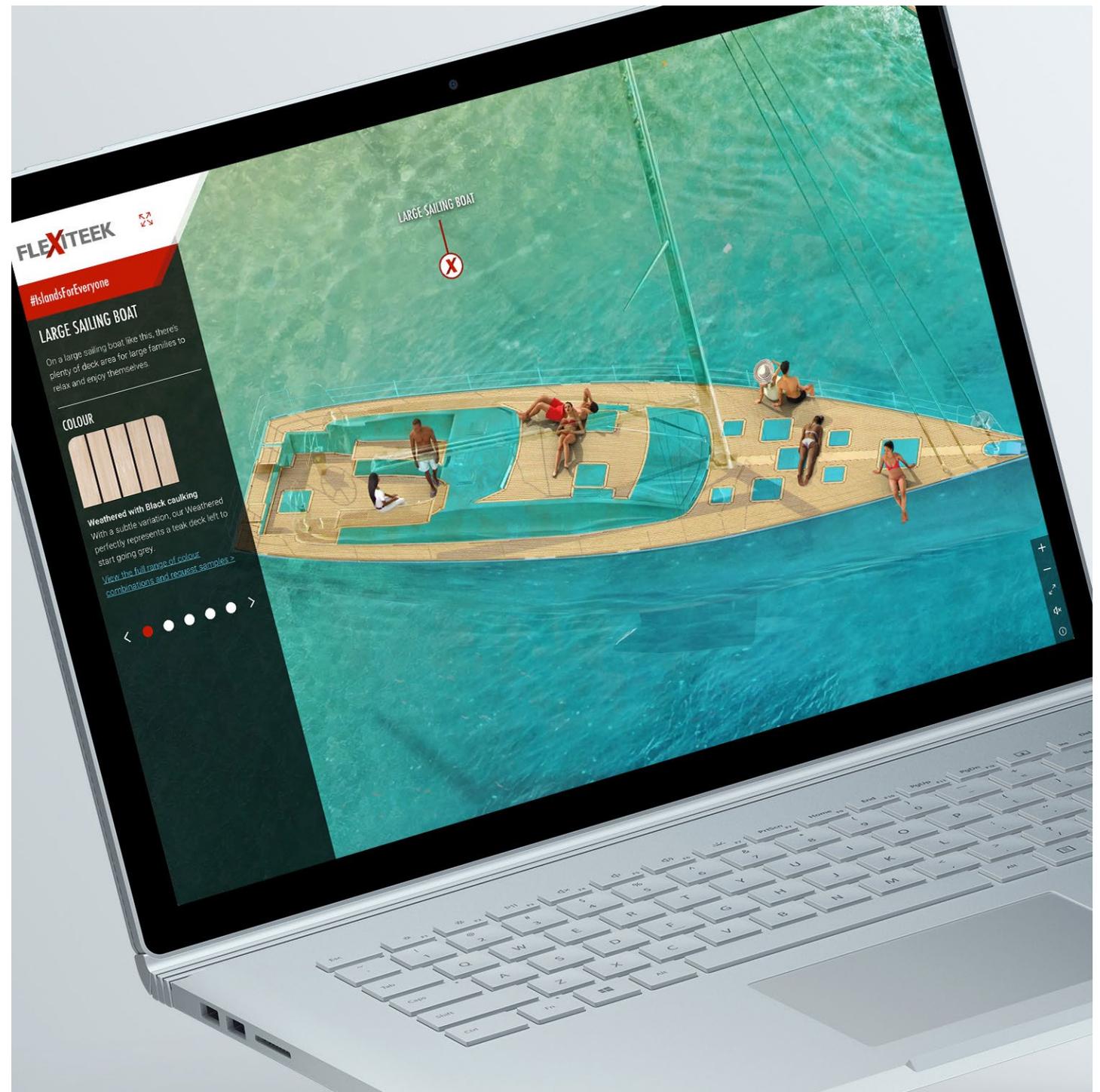


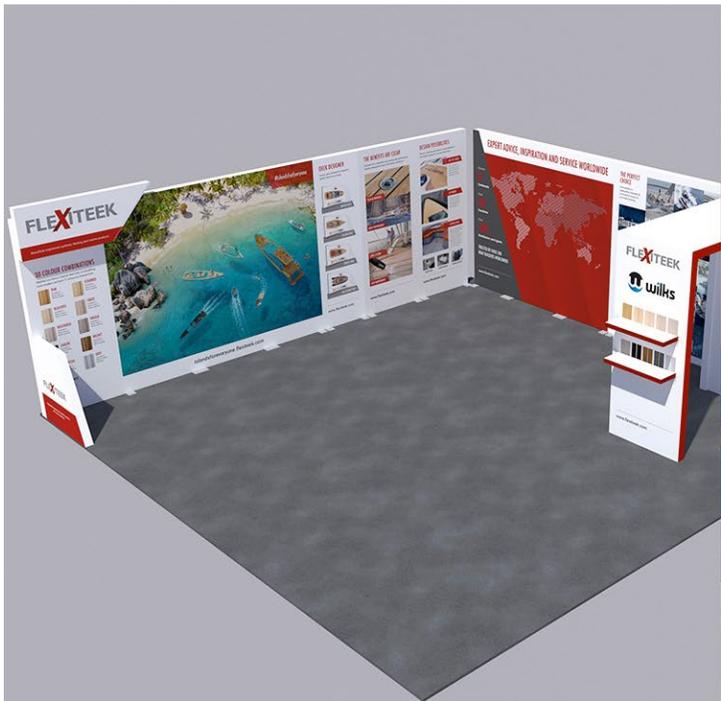
Unique interactive microsite.

The image is also the centrepiece of our dedicated microsite – islandsforeveryone.flexiteek.com.

The site allows users to explore the boats and learn more about the Flexiteek deck designs. Our developers used a combination of Open Sea Dragon, Vue.js and Tailwind CSS, which resulted in a maximum Google Lighthouse score of 100.

The campaign has been an enormous success, with over one million impressions and 78,000 visits to the microsite to date.





Stunning stands for global boat shows.

We designed and produced new exhibition stands for a range of prestigious boat shows including Monaco, Cannes, Genoa, Florida and Southampton.



Our illuminated Flexiteek Bay CGI image was particularly effective as the focal point of each stand.

THE RESULT

Since we overhauled Flexiteek's brand and marketing, they've attracted prestigious new clients and expanded their operations around the world, including a new manufacturing facility in Poland.

“Fellowship have totally transformed the quality and impact of our brand, websites and marketing materials. The new messaging, and premium look and feel of our communications, has helped us attract prestigious new clients across our target markets.”



JASON SHIRLEY

Marketing & Brand Manager, Flexiteek

SERVICES PROVIDED

Business / brand review

Market research

Marketing strategy

Branding

Graphic design & print

Illustration / CGI

Web design & development

WordPress Multisites

Digital marketing

BUSINESS GROWTH AFTER YEAR 1

+44%
TURNOVER

+40%
PRODUCT SALES (SQ M)

+45%
WEBSITE LEADS



LET'S WORK TOGETHER

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**BUILDING BRILLIANT BRANDS
AND WEBSITES**

