



evoboard

Full service marketing support



Conceived, designed and manufactured entirely within the United Kingdom by The Lighting Board Company Ltd, the evoboard is the world's first truly secure signalling wireless trailer lighting board. The evoboard is an evolution in vehicle lighting for boat trailers, car trailers, bike racks and fleet recovery vehicles.

Integrated Marketing Support

The parent Company - The Lighting Board Company Ltd, selected Smart Monkey to provide full service marketing support and consultancy to assist with the new product launch and ongoing product marketing and promotion.

Smart Monkey Marketing works alongside The Lighting Board Company Ltd to carry out detailed research and marketing planning, to develop the product name, brand, marketing collateral and website, as well as full implementation of various marketing methods to launch the product, generate ongoing awareness and drive product sales.

- Developed the new product name, logo and branding to appeal to the main target audience of sports enthusiasts
- Created a range of marketing collateral to launch the new product and to continue awareness including targeted advertising, direct mail leaflets, exhibition attendance material, promotional materials and merchandise
- Develop all marketing collateral to integrate seamlessly to ensure a consistent message and continuation of identity
- Commission photo shoots to provide professional photos of the new product
- Develop a new ecommerce website
- Incorporate strong search engine optimisation methods - 'www.evoboard.co.uk' is currently top of Google for 'wire free trailer lighting board' and 2nd position for 'wireless trailer lighting board'
- Planned and executed the new product launch event
- Full exhibition planning, organisation and management
- Generate ongoing PR in targeted consumer publications

“Just a few words to express our thanks for all the hard work you have put into the branding and launch of 'evoboard'. Smart Monkey Marketing has worked closely with us as our dedicated marketing department to develop a fantastic new brand and to provide professional marketing advice and support throughout the evoboard launch. Having just one point of contact for all of our marketing provides an efficient and professional service and has left me with valuable time to manage the business operations and work on further new product developments.”

Managing Director, The Lighting Board Company



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