



CASE STUDY

THT

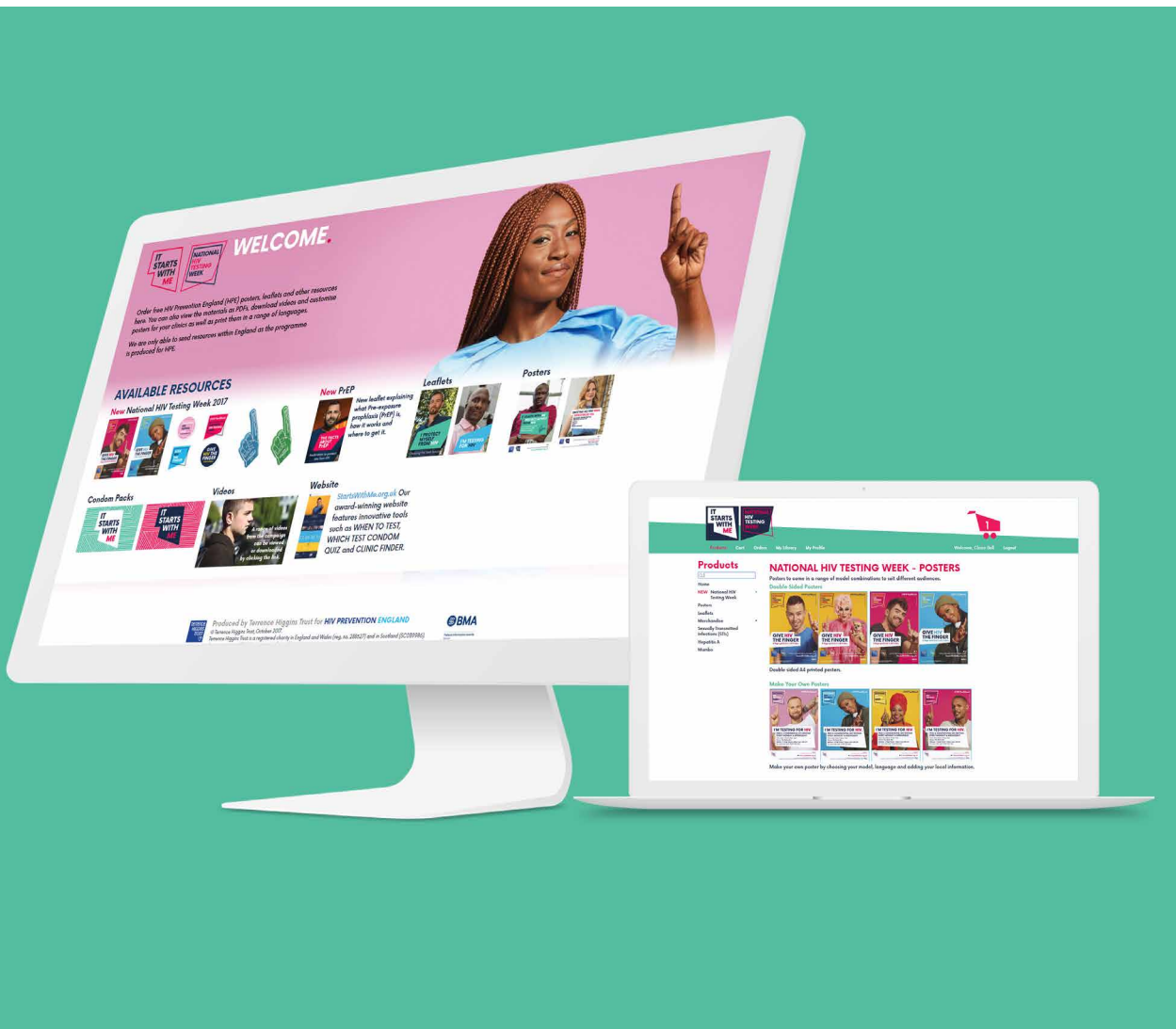
Brand Guardians
Campaign Management
Web To Print
Asset Management
Personalised Marketing
Fulfilment

Who are Terrence Higgins Trust

THT are the largest voluntary sector provider of HIV and sexual health services in the UK, running services out of local centres across Great Britain. They have nearly thirty years of experience of working with and advocating on behalf of people with HIV. Supporting people with HIV to live healthily and well with their condition remains central to their work.

The Brief

Over the past five years we have worked with THT to support their “It Starts With Me” campaign. Each year resources are created by THT for HIV Prevention England (HPE). These resources are made available to clinics to help promote the campaign over a three-month period.



What we did

Our solution was to provide an end-to-end fulfilment process managed online by our Brand Asset Management platform – **Brand IQ**.

The platform features a front-end catalogue (pre-login) to allow partners to view what resources are available before logging in. Each user has a customised view once logged in to access certain resources. The resources available range from personalised printed items allowing partners to co-brand the items, merchandise including t-shirts, large format media such as banner stands and a selection of digital assets and videos available for download.

5810 online order lines with 320 users nationwide

The brand consistency remains under control by ensuring only certain aspects of the templates can be edited and the centralised print process ensures all materials and specs remain consistent and to the required quality.

Partners can instantly download or personalise materials, which are then sent through our production process to print and fulfil within 48 hours. The solution also provides full stock inventory control and reporting to ensure items are always available and partner usage and activity can be reviewed and reacted upon.

customisable
marketing
materials that
engage your
campaign
partners.



The powerful business intelligence dashboard allows THT to gain valuable insight into order history, platform usage, finance and stock reports and full audit history.

All the print materials and merchandise are fulfilled by our production facility and benefit from an end-to-end automated workflow ensuring customers are updated on progress of their order and receive full tracking information from our courier integration.

Essential to rolling out the platform is the onboarding and ongoing support. Our dedicated UK-based team provided a thorough training programme consisting of webinars, guides and one-to-ones ensuring all stakeholders of the platform, including users, felt confident using the platform to its full capability. The team continues to support both the client and users on day-to-day operational issues.



Campaign uptake increased to 90%

The Benefits

Before rolling out the online platform the speed to market and uptake from partners on using the resources was low. The first year the platform launched the response was exceptional.

Resources could be accessed and personalised efficiently through the intuitive interface and uptake from partners increased dramatically. Year on year the range of resources available and the engagement has continued to increase making the portal a valuable element to the campaign and its ultimate success.

320 organisations ordered over 700,000 items through the portal

The Technical Bit

The solution has been built around our proprietary platform, **BrandIQ** - a bespoke platform written using the Laravel PHP framework for its excellence in speed and security. The platform is hosted using a high availability virtualised solution (Digital Ocean) and benefits from robust daily backups to the Amazon cloud (AWS) with a 1-hour disaster recovery solution in place.

Securely managing user data is essential. The platform uses AES-256 level encryption and conforms to ISO27001 for data security.

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