

BAXI

OBJECTIVE

Grown through aggressive acquisition, the Baxi Group found itself with a devolved marketing structure. What did this lack of central control mean? Simple. Overspending in lots of areas. But when they're busy turning over billions of pounds each year through rapid expansion in Europe and emerging economies as diverse as China and the Middle East, where do Baxi begin online?

More than developing the brand in the digital space, our task is to provide Baxi with a plan that takes into account the Group's entire use of the digital world across their global business structure and ultimately makes best practice of their existence online.

**COST SAVINGS
THROUGH
INNOVATION**



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01
Baxi.co.uk website
www.baxi.co.uk

02
Baxi Group website
www.baxigroup.com



SOLUTION

What can we do at the centre of this sprawling network that will act as a core for the business and motivate all of its stakeholders to migrate to this more streamlined approach? We give them a strategy, design, then build a digital infrastructure to fit their business model, and manage the whole process. We start with the Baxi Group site, leading the way with design and structure, then roll out to the markets as they come on board.

For Baxi, Freestyle's innovative global templates allow local freedom, yet central control. They're able to roll out campaigns with ease and build microsites at a fraction of the cost which are individual, on brand and contain relevant local content.

All the while, we ensure Baxi is operating in an optimised environment, and within a framework which allows them to forge their own way through the digital evolution with us alongside as an equal, informed partner.

RESULTS

Maximised ROI and cost benefits from the total Baxi web estate speak for themselves. Centralising efforts through instituting a governance board based on our digital strategy, while seamlessly delivering on our promises, means that we are now the lead digital agency in the Baxi environment. We drive down costs while enabling speed to market.