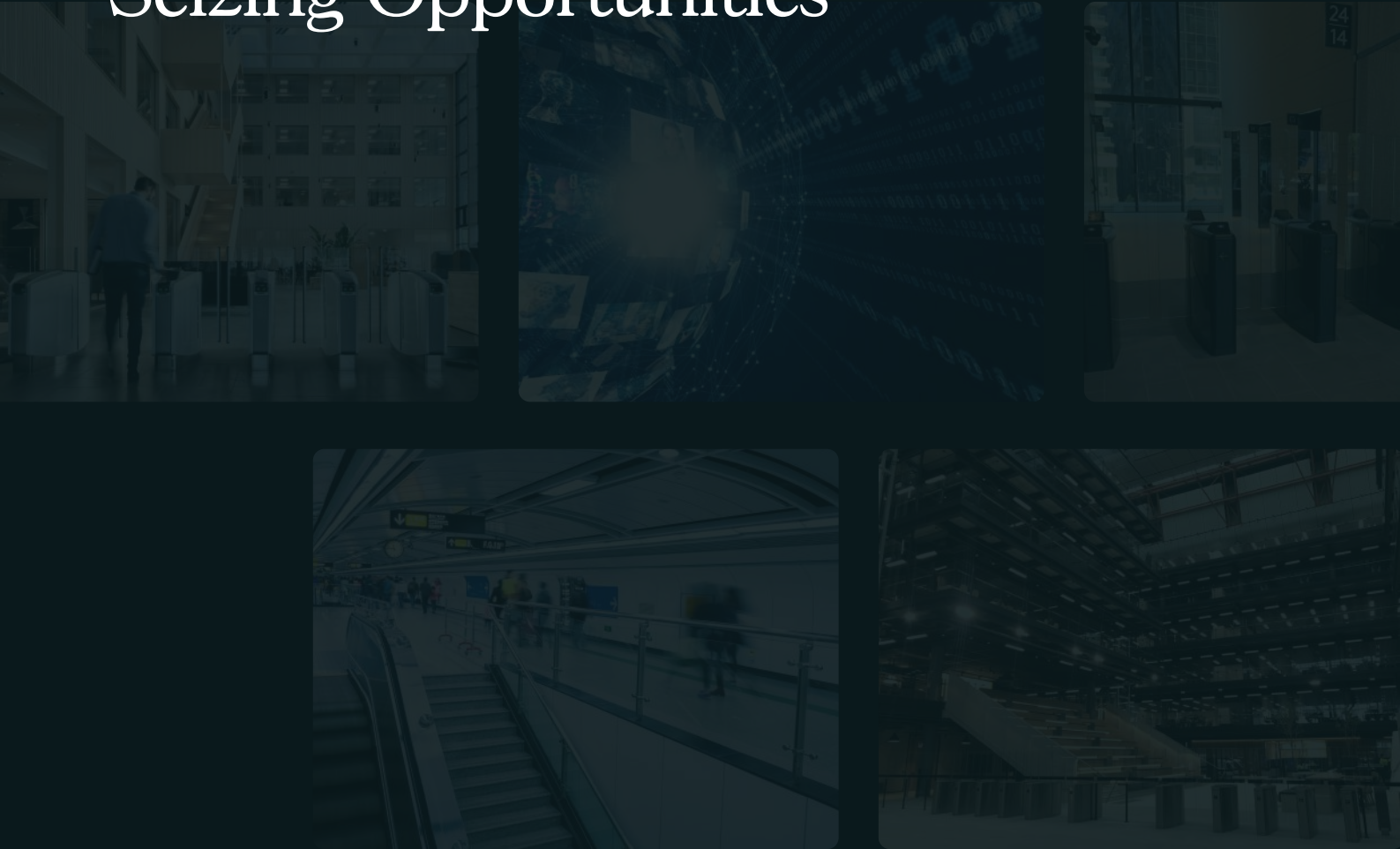


CASE STUDY

\$50 million Revenue Digital Transformation for Gunnebo Australia:

Navigating Challenges & Seizing Opportunities



GUNNEBO®

CLIENT / GUNNEBO AUSTRALIA

ClickClickMedia

The Prologue: Establishing Context

Gunnebo, a powerhouse on the global stage, has conventionally invested over **AUD 10 million** into trade shows every year. Their recent foray into the Australian terrain, merely 5 years back, pitted them against domestic competitors who've adeptly harnessed the digital arena, making their initiation challenging, particularly with the challenges of their vast global site.

The Gunnebo Mosaic: An Overview

Gunnebo Australia boasts a sprawling product suite, neatly tucked under three cardinal security umbrellas: **Cash Management, Entrance Control, and Safes & Vaults.**



"At Gunnebo, we have a bigger mission: we are working to create a safer world. Behind the scenes, we are with you every day – at home, in transit and at work. We are a global leader in security, offering innovative products and services to protect and control the flow of people, and to safely secure valuables."

Tackling the Goliaths: Challenges at Hand

While Gunnebo's traditional strategies held them in good stead globally, their Australian chapter demanded adaptability. A wavering trust in digital platforms, coupled with the overwhelming nature of their global site, posed hurdles. Yet, the defining challenge was the intensified online competitiveness of Australian rivals.

Key Challenges Unpacked:

- ▶ Deciphering the vast global site labyrinth.
- ▶ Recognising and responding to the heightened online acumen of Australian counterparts.
- ▶ Gunnebo's global stature demanded tailored Australian strategies to drive localised traffic, ensuring the right audience connected with pertinent offerings.

The Digital Tapestry: Weaving a New Strategy

Landing Pages - The Digital Storefronts:

Acknowledging the kaleidoscope of Gunnebo's offerings, 24 meticulously curated landing pages (LPs) catered to every nuance of their target demographic.

Leveraging the Designer Goldmine:

Deep dives unearthed an invaluable segment - designers. Their quest for spec sheets was not just a requirement, but a gateway to position Gunnebo as an indispensable entity in tendering processes.

From Landing Pages to an Integrated Web Ecosystem:

The next leap was evolutionary. The LPs matured into an integrated website, stamping a formidable local online imprint for Gunnebo.

Strategic Campaign Rollouts:

To envelop a wider audience, 'Activation' and 'Awareness' campaigns were judiciously deployed. A campaign that deserves a spotlight is the "Hostile Vehicle Mitigation", which resonated deeply post the unfortunate Melbourne CBD incident, providing a much-needed impetus to sales.

Dealer Portal - The Digital Revolution:

The erstwhile static catalogues made way for a dynamic dealer portal. This real-time interface, synced seamlessly with the ERP, granted dealers a lens into real-time product nuances, heralding an era of informed decision-making.

A Journey of Adaptation & Evolution:

Spanning 7 years, this partnership isn't static. With CCM at the helm during tradeshows, Activation campaigns were orchestrated, marrying the physical and digital realms. Every strategy, every pivot echoes a commitment to ensuring Gunnebo remains a 'one-stop' security solution beacon.

The Fruits of Digital Labour

A monumental AUD 50 million in opportunities including a website rethink, an SEO campaign and many more achievements that resulted in a 7 figure lead pipeline.

Our Impact

- ▶ Recognised as the top performing region globally
- ▶ Creation of top of funnel strategies resulting in a 7 figure pipeline
- ▶ Development of a dealer portal for Chubb safes
- ▶ Development of an online asset library
- ▶ Major increase in online visibility
- ▶ Leads generated resulted in major projects won

Envisioning Tomorrow: The Gunnebo Promise

Voices from the Gunnebo Citadel:

"With Click Click Media as our navigators in the digital odyssey, our Australian narrative has undergone a metamorphosis. Not only have we experienced an astronomical surge in our digital footprint, but we've optimised our Google investments to fuel future growth. This isn't a mere business win; it's a testament to the tenacity and spirit of every individual who calls Gunnebo home."

Synergies, Testimonies & The Road Ahead

Gunnebo Insights:

1. A Testament to Our Core:

"At Gunnebo, we're not just creating security solutions; we're forging a world where trust and peace of mind are paramount."

2. Reflecting on Our Digital Evolution:

"Our collaboration with Click Click Media has been akin to opening a door to the future. Where we once faced challenges, we now see opportunities; where there was ambiguity, there's now clarity. This transformative partnership has enabled us to navigate the digital terrain of Australia with a renewed vigour and precision, seamlessly blending our rich global heritage with local nuances."

3. A Glimpse into Our Digital Horizon:

"We're in an era where 'digital' is no longer a mere facet of business but its very backbone. With the successes we've already garnered, our commitment to expanding and enriching our digital assets is unwavering. This isn't just about online presence, it's about continuously enhancing the Gunnebo experience for every stakeholder, every step of the way."

CCM Insights

1. CCM Ideation Insights:

"In our ideation phase, we identified a clear gap: the untapped potential of designers. By focusing on their needs and aligning with Gunnebo's offerings, we were able to craft a targeted approach that efficiently bridged Gunnebo with the Australian market."

2. CCM Strategist's Perspective:

"The Gunnebo project was a journey into blending global brand values with local sensibilities. We faced challenges, but our consistent strategy, which included adapting to real-world events like the Melbourne incident, paved the way for a successful and robust digital presence for Gunnebo in Australia."

About Click Click Media

Situated in Sydney, Australia but serving nation-wide, Click Click Media stands as a beacon for businesses aiming to evolve into influential market contenders. Our ethos, deeply rooted in reliability, transparency, and open communication, emphasises not just being service providers but long-term growth allies. Our triad principles - engage, elevate and innovate - mould our commitment to devising strategies and solutions that push boundaries. By challenging conventions and integrating actual game-changing technology, we ensure your brand's ascent beyond the ordinary. Experience the joy of growth with us, as we celebrate each success story, magnified by our contributions. Join us and realise the untapped potential of your business.

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