

Success Stories

How The Marketing Centre helped Braintree Clothing raise its profile and increase sales in a competitive retail market.

About Braintree Clothing

Braintree Clothing is a responsible and sustainable clothing brand operating in a competitive retail market.

The business sold mainly through wholesale channels, which made it harder to build direct public awareness and communicate its brand ethos to retail customers.

The Marketing Centre helped Braintree refresh its brand, strengthen its messaging and create a clearer strategy for growth.

The Challenge

Braintree needed customers to better recognise the responsible and sustainable ethos behind the brand.

The business also needed to rebrand across its communication channels, create a growth strategy and stand out through an indirect sales channel already crowded with competing supplier messages.



Braintree Clothing

The Solution

The Marketing Centre helped Braintree update its brand, messaging and channel support to improve recognition and consistency.

This included:

- **Brand update:** A comprehensive branding update was developed, reviewed and executed, including revised positioning and messaging.
- **PR strategy:** A stronger PR strategy was implemented to extend the brand's reach to influencers, potential customers and existing relationships.
- **Wholesale support:** A clearer support structure was created for the wholesale-to-retail channel, helping retailers promote and communicate the brand in a more differentiated way.

“We knew people wanted to buy-in to our ethos, we needed expert marketing to make sure they could discover us.”

John Snare, Braintree Clothing Founder

Results

The work helped Braintree improve brand consistency, visibility and market engagement.

- Updated brand look and feel better reflected the clothing and ethos of the business
- Extensive coverage secured in international fashion magazine Drapers
- Ongoing publicity links built with key industry figures, influencers, fashion bloggers and journalists
- Greater brand consistency helped wholesale customers communicate the revised brand more effectively to retail customers

Long-Term Investment

The work gave Braintree a clearer and more consistent brand platform in a crowded retail market.

With updated messaging, stronger PR activity and better support for wholesale customers, the business was better placed to communicate its sustainability and design approach to the customers most likely to buy into its ethos.

John Snare, Braintree Clothing Founder

“Today there is more consumer interest than ever in Braintree’s combined sustainability and design approach, however because we sell mainly through wholesalers we didn’t have an on-the-ground retail presence that would raise our public profile and get our name out there. We knew people wanted to buy-in to our ethos, we needed expert marketing to make sure they could discover us.”



Have a question?

Email us at info@themarketingcentre.co.za

You can find out more at www.themarketingcentre.co.za