Successful launch at The Education Show wins sales and gains valuable market feedback.

Highlights

- EasyRead Time Teacher is a rapidly growing brand, bringing innovative, clear thinking to the challenge of teaching children how to read the analogue clock.
- Set up in the UK in 2013, and with a small team, the immediate priority was how best to launch the new company and start to generate market feedback and sales from parents and teachers.
- The launch at The Education Show 2014 was very successful and achieved great sales, both immediate and post-show. The company started to build brand awareness, which is integral to their success.
- The Education Show 2015 brought sales, vital feedback on the product range and important new contacts with distributors who can accelerate penetration of new markets, in particular USA.

“In 2014, we had an incredibly successful launch at The Education Show. We sold clocks on the stand, made great contacts for follow-up sales and proved that our product fills a market gap. In 2015, we learnt that bringing new and existing products to market is vital for both existing and new customers. So, we have to get our timing right and in future we will aim to have new products ready to launch at The Education Show – it is important to our future success.”

Sue Shackleton
Director
EasyRead Time Teacher
Company Focus and Challenges

EasyRead Time Teacher is an idea developed by Roger Shackleton in Sydney, Australia, when he was trying to help his children to read the analogue clock. Their struggles inspired him to create the ‘EasyRead Dial’. Over many years, the concept was refined and he started a business in 2011 that sold in Australia and through Amazon. Demand in the UK was strong, so in 2013, Roger’s UK-based sister, Sue Shackleton, joined the business and together they formed EasyRead Time Teacher Ltd.

The company primarily targets parents of young children and primary schools, although the teenager market is relevant. With a very small team, the challenge was to find a route-to-market that would enable the company to reach a significant number of prospects quickly and easily.

Objective: To identify a sales environment in which the EasyRead Time concept and products can be demonstrated to parents and teachers.

The Education Show solution

EasyRead Time Teacher was successfully launched at The Education Show in 2014 and the show is now playing a vital role in the long term growth of the brand and growing product range.

Be visible
- Opportunity to promote new company and its products
- Start a brand building programme

Bring the brand alive
- Allow parents, teachers and children to try the product
- Using the products creates emotional involvement

Stronger customer relationships
- Informal discussions build understanding of the EasyRead Time Teacher brand
- Presentation of the products in the right environment to the right people

Market feedback
- Immediate response to new product ideas
- Identified the need to ensure new product development timelines deliver in line with the show

Results

- New customers and orders signed on the stand
- Vital customer feedback on product ideas
- Opened opportunities with distributors to enter new markets – UK & overseas
- Cost-effective and time efficient sales development

“We are delighted to be part of The Education Show, which is helping us to build our vision of being global market leader in the niche market of teaching children how to tell the time.

Sue Shackleton
Director
EasyRead Time Teacher

For more information about The Education Show, visit
www.educationshow.com

To find out more about EasyRead Time Teacher, visit
www.easyreadtimeteacher.co.uk