

CASE STUDY:

BEE FOR BOUNCE

From holiday inspiration to community staple in 60 days



**BEE-
HERD**

THE BRIEF

During a family holiday in Dubai in February 2025, our founder Bee had an idea. With her deep involvement in the local community - from football clubs and school events to youth initiatives - she found herself regularly hiring inflatables for celebrations, fun days, and festivals. That sunshine-fuelled moment sparked the question: **“Why don’t we just launch our own inflatable hire company?”** And just like that, **Bee for Bounce was born.**

But how do you take an idea from a poolside spark to a fully operational business in less than 60 days?

That’s where Bee Herd stepped in.

Client:	Bee for Bounce
Sector:	Events & Leisure / Community Engagement
Project Duration:	February 2025 ongoing
Services Provided:	Brand Strategy, Visual Identity, E-commerce Development, Launch Activation, Marketing Comms

WHAT WE DID



Strategic Foundations

We moved fast but smart. We built the brand with scalability in mind - community-focused, high-quality, friendly, and safe - and positioned Bee for Bounce as more than just inflatable hire. It's a source of joy and energy for family and community events, backed by a reliable and reputable local brand.



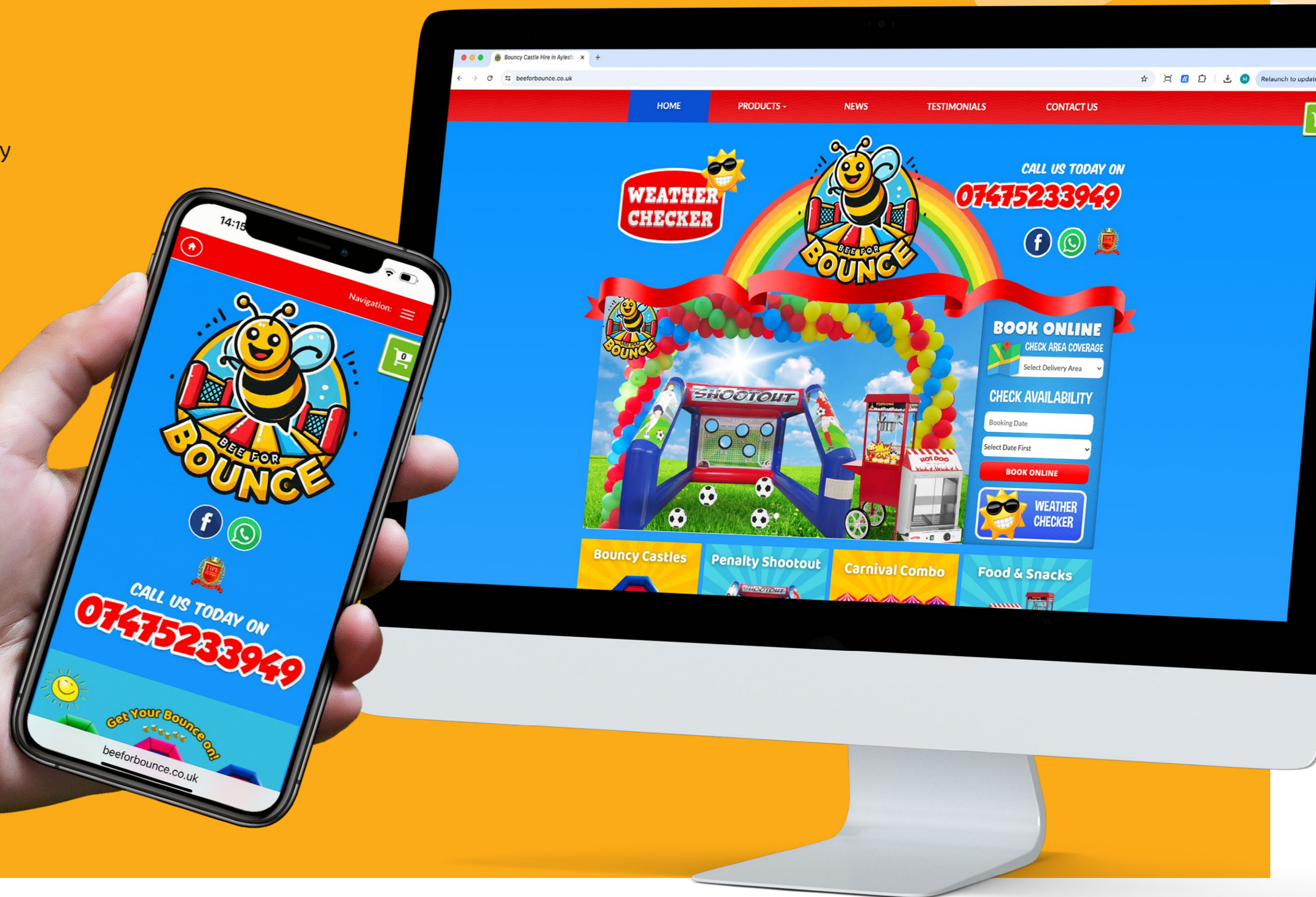
Brand Identity & Messaging

- + Crafted a bright, bold, and playful identity for Bee for Bounce
- + Developed a tone of voice that was warm, local, and full of personality
- + Created the brand story, pulling in Bee's own sobriety journey, her community leadership, and her vibrant approach to business



Website & E-Commerce Setup

- + Designed and built a fast, user-friendly e-commerce website with online booking functionality
- + Included product information, safety guidelines, FAQs, and automated enquiry tools
- + Made it mobile-first to suit busy parents on the go

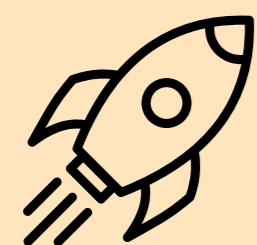


Launch Planning & Activation

- + Set the “**FREE BOUNCE**” launch day for 26th April, welcoming families to trial the equipment at no cost
- + Delivered a full-scale local marketing campaign using:
- + Social media (organic reels, lives, and scheduled countdowns)
- + Local Facebook groups
- + Targeted leafleting across schools and nurseries
- + Charity and grassroots football event tie-ins



The Results (First Quarter Highlights)



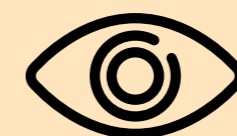
**Launched within
8 weeks of conception**



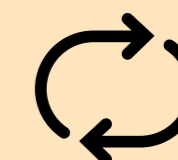
**Fully booked every
weekend across
summer 2025, with
mid-week holiday
demand rising**



**Over 300+ children and
parents attended the
Free Bounce launch**



**Immediate brand
recognition in the
community**



**Consistent repeat
bookings through
schools, football clubs,
and PTFA events**

“Bee Herd helped take an idea from poolside to powerhouse. Their speed, strategic brain, and local-first thinking made Bee for Bounce a hit before we’d even finished the first bounce. We couldn’t be prouder of the first quarter – and it’s only just the beginning.”

Why It Matters

Bee for Bounce is more than inflatables — it's a **community connection tool**. Bee Herd's unique approach turns great ideas into real, revenue-generating businesses that are **rooted in purpose and local relevance**.

What's Next?

Bee for Bounce will expand its fleet of inflatables by Autumn 2025 and is exploring indoor soft play packages, corporate family days, and after-school club partnerships.



bee-herd.com

**BEE-
HERD**