

# Case studies - Health and Safety and Environment

## British Safety Services

The BSS management team wanted to raise their profile and increase sales in the UK and overseas. Win Marketing worked with them to develop a marketing plan and a PR campaign including identifying timely relevant stories for the media. Radio interviews and trade, local and national editorial coverage was achieved.

Win Marketing developed BSS' branding and introduced a new corporate suite of literature. Win was responsible for managing concept, design, copywriting and print of all brochures and literature.



*"Ann has supported British Safety Services for over 10 years developing and delivering our international marketing strategy. She has helped us to organise numerous events over the years. Part of our team, she is able to work independently and meets with high profile customers and journalists on our behalf. Ann has helped us gain exposure both in the UK and the Middle East. The events she has organised have always been to a high standard and customers have always found them relevant and enjoyable. Ann has had a positive impact on helping us maintain our customer and media relationships."*

**Pat McLoughlin**  
Managing Director, British Safety Services