

## Case studies - Engineering & Electrical

### GET

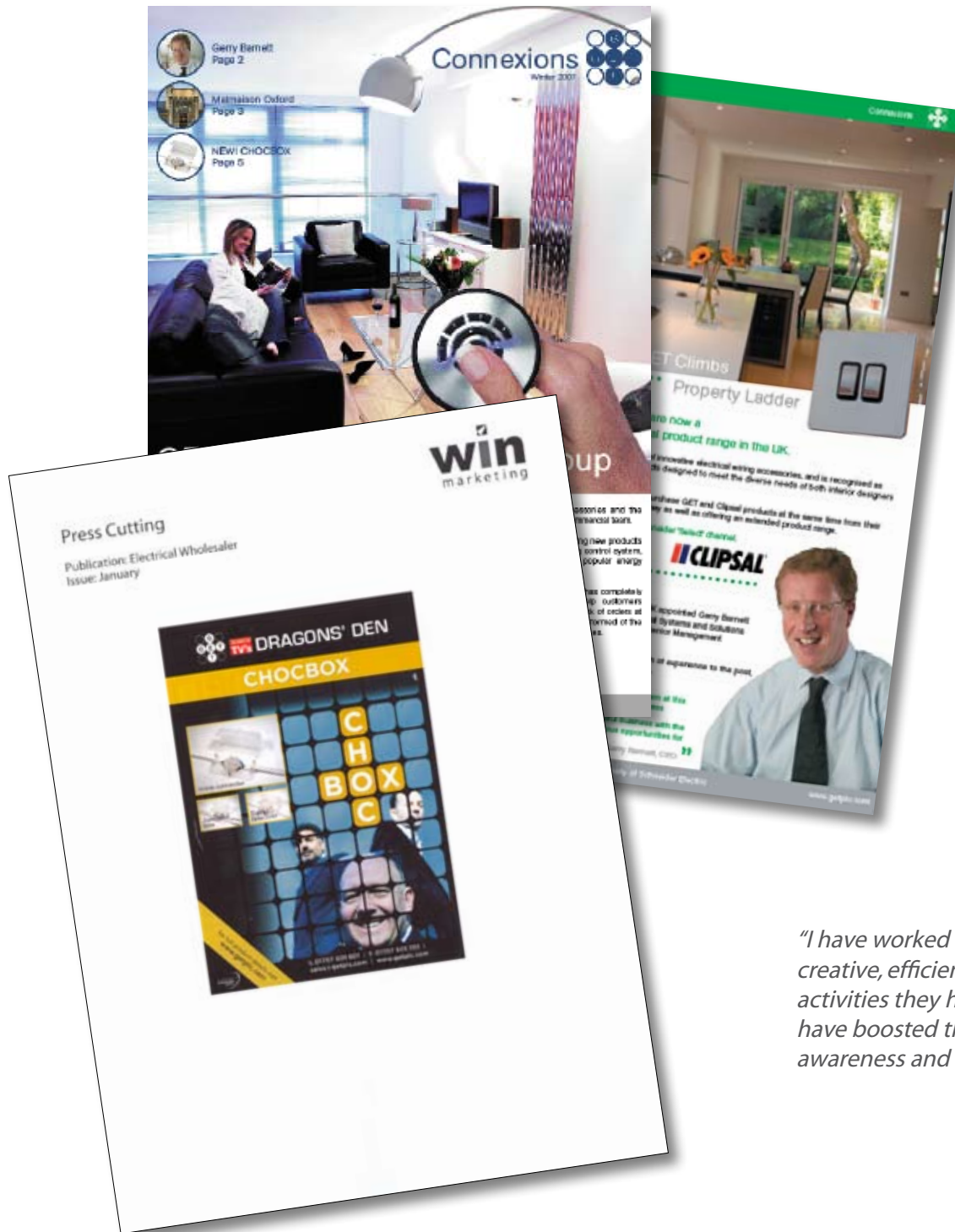
GET wanted to raise their profile amongst their main target audience of electrical distributors and wholesalers, and also amongst the construction, architects and self-build markets. Win Marketing worked with GET to develop a PR plan, targeting their audience through the media, using product news stories, case studies and industry articles.

Win Marketing also developed customer newsletters and entered GET products into industry awards.

As GET's business went through changes, Win Marketing adapted the PR to include additional brands and to assist with the smooth transition in promoting GET as part of Schneider Electric.

*"I have worked with Win Marketing for a number of years and found them to be creative, efficient, reliable and supportive. As well as on-going marketing support activities they have provided the ideas for a number of successful campaigns which have boosted the perception of our products and service, enhancing our brand awareness and contributing to the on-going success of our business."*

**Colin Fletcher**  
GET Marketing Manager



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## Omnicom

Omnicom approached Win Marketing to help them increase their exposure and increase the number of users within Network Rail and other rail engineering companies. In addition, they needed to refresh their corporate identity.

Win Marketing conducted a marketing audit and research, and a marketing plan, as well as introducing a new strapline for the company. Win Marketing also rolled out a programme of new corporate literature supported Omnicom with editorial coverage in specialist journals and updating their database.



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## A&A Electrical

A&A Electrical Services is an established electrical contractor delivering high quality, fully integrated installations for large scale PFI projects such as schools, hospitals and prisons.

The directors initially approached Win Marketing to develop their corporate literature. Win was responsible for copywriting, concept design and print for the corporate brochure, website, project portfolio overviews, letterheads and business cards.

