

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

