

StreetwiseSubbie helped Create a Brand New Image

Background

Technica is a highly successful and expanding business that provides multidiscipline engineering services for the UK and international gas markets. Their brief to StreetwiseSubbie was to create a new look and feel to their main company brochure and give them a series of marketing materials that could be used to demonstrate their capabilities to potential customers in energy markets around the world.

The Problem

StreetwiseSubbie helped Technica to create a striking new brochure summarising the skills and expertise of the company and complemented this with a series of project profiles which focused on specific gas related projects in the UK and overseas.

StreetwiseSubbie also introduced a public relations consultant who has, by focusing on and explaining successful projects, helped increase Technica's profile as both a specialist engineering provider in their global markets and as a highly reputable employer in the Grimsby and Humber area.

With a variety of stories to tell, all designed to position Technica as an employer of choice, news releases and print-ready copy were drafted for use within local media, on the company's website and included within a quarterly e-newsletter that was created for distribution to clients and suppliers.

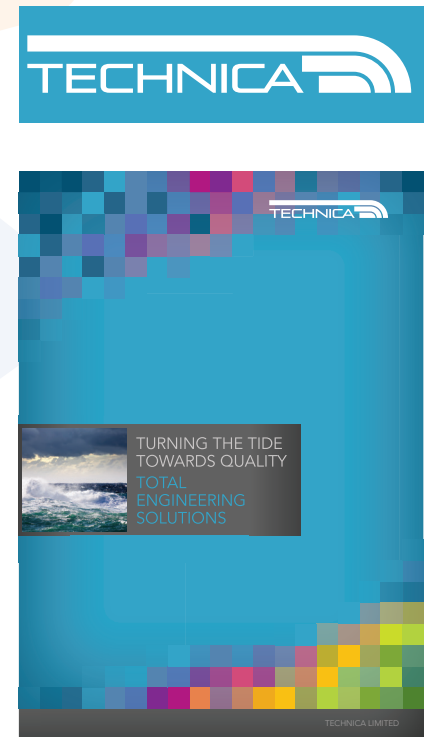
The Solution

From their award-winning apprentice and appointment of their first female mechanical engineer, to the completion of prestigious design engineering projects in Puerto Rico, Pakistan and the ground-breaking construction of National Grid's first bio-methane to grid entry facility in the UK, positive media coverage is supporting Technica's business objectives.

The company also won the Barclays International Trade Award at the North Lincolnshire Business Awards 2014 after the PR consultant worked with the team to create a comprehensive and detailed award entry.

“The marketing and PR support we have received has helped us to raise our game amongst our peers and is really helping put Technica on the map.”

Bryan Creed
Technical Director




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