

Case Study

Aylesbury Automation Limited

Sector: Engineering / Manufacturing

Market: Automotive, Electronics



Background

Aylesbury Automation were a very traditional engineering company that had always relied upon direct sales to generate new business. Following the appointment of a new MD Shere was appointed to develop a co-ordinated marketing programme.

Objectives

We were asked to raise the profile of the company and generate new business opportunities.

Key projects included the launch promotion programme for a new range of step feeders for the UK market, and the development of a new branding system for their Divisions.

Target audiences were design and assembly system engineers and OEM designers in the electronics, automotive, packaging, cosmetics and pharmaceuticals industries.

Solution

Through our 'SHERE Plan' marketing consultancy process we were able to identify specific requirements. The first priority was brand development and the launch of a PR and advertising programme.

The step feeder project included the creation of new product data information, advertising and trade media communications.

Results

As well as increased awareness and profile, individual project results to date include for example over 100 responses received through the advertisements and over 80 contacts through trade press editorial.