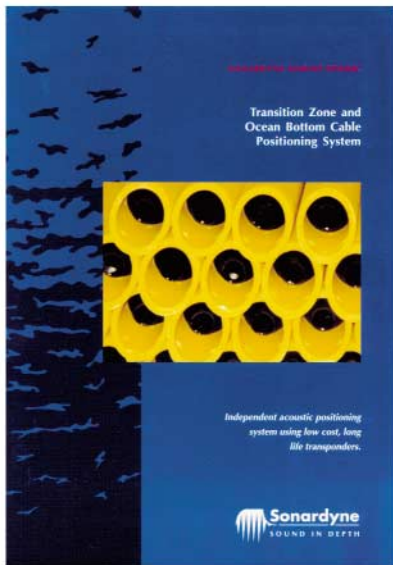


# Case Study

## Sonardyne

**Sector:** Engineering, Manufacturing

**Market:** Petrochemicals, Shipping



### Background

Leader in acoustic positioning hardware.

### Objectives

To update the Corporate Identity and produce a range of literature and marketing materials.

### Solution

As part of our consultancy activity, we undertook qualitative research to assess how Sonardyne was perceived in its various markets. Telephone interviews with senior industry spokespeople and Board Director level in customer and prospect organizations in the UK, Europe, the USA and Australasian.

The study resulted in detailed recommendations which Sonardyne are now using to reposition themselves and overcome confusion in their various markets.

Market communications materials including Newsletters, Advertising, Brochures and Public Relations have been produced to communicate the brand messages.

### Results

Sonardyne now have a clear path to follow and good, consistent market communications materials.

