Norman Hay.
Case Study.

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An integrated marketing and PR campaign to drive awareness and sales of the SIFCO plating process within the global aerospace industry. Part of Norman Hay Plc, SIFCO is the inventor and world leader of selective plating – a portable and cost-effective method for repairing or salvaging metal components. Looking to re-energise their sales drive, they decided to focus on the high potential aerospace sector. On the face of it, SIFCO was in a strong position with a global reputation and an impressive portfolio of customers. However, alternative methods had won over a new generation of engineers, and SIFCO was seen to be a 'low-tech' solution. It was time to get the SIFCO name back where it belonged...

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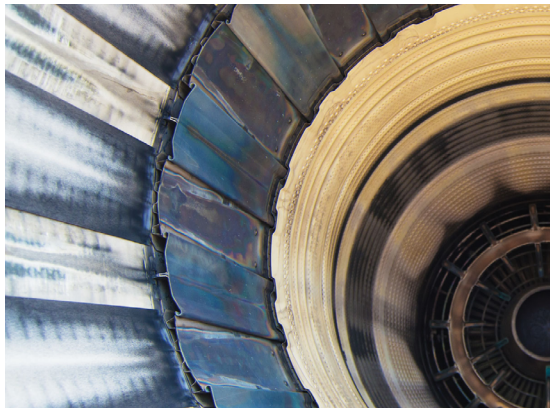
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Explore.

To understand why SIFCO was losing ground to alternative methods such as flame spraying and tank plating, we set to work on a programme of qualitative research, which included trawling the web, foraging around forums and reviewing industry research papers.

We learned that there's a general lack of awareness about the process, with decision-makers considering it to be low-tech, less effective or not as readily available. None are true and so it was time to re-engage with the market and promote the many benefits of the SIFCO process.







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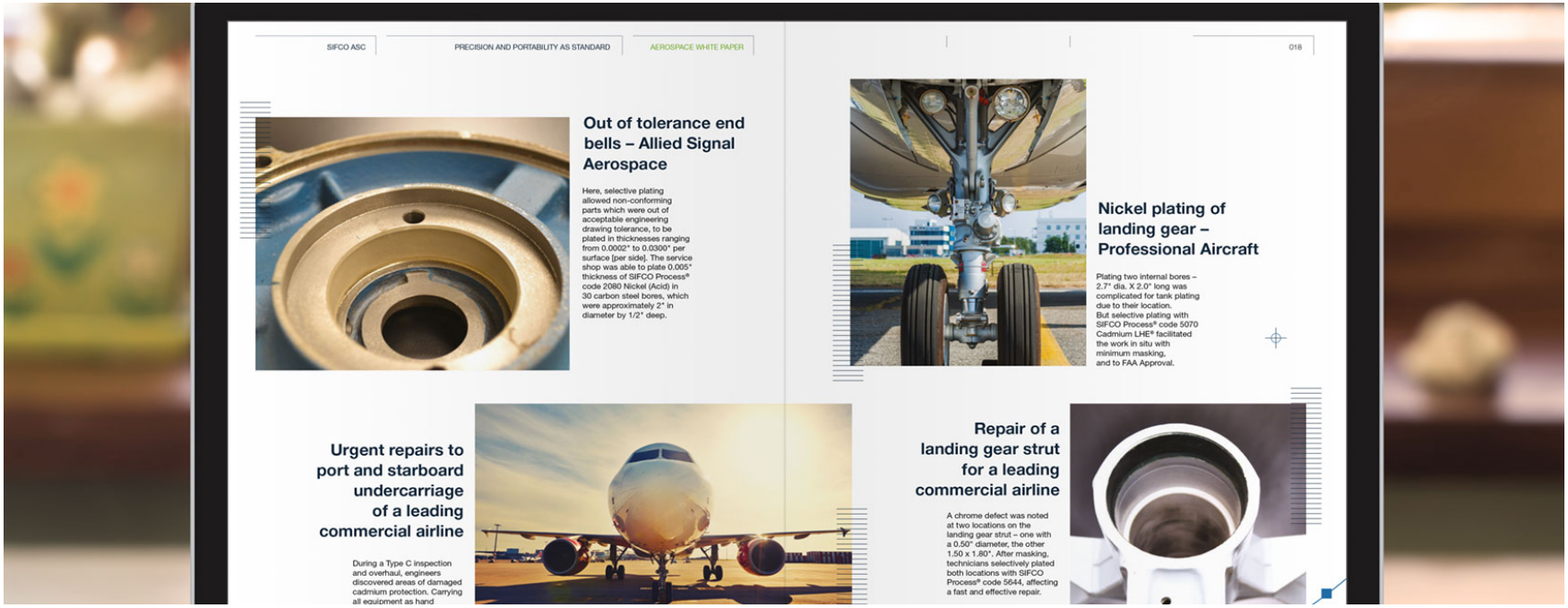
Excite.

The aerospace market is global, the potential audience broad, and the messaging technical and detailed. We recommended a content rich approach based around a detailed white paper and targeted at very specific individuals.

Following stakeholder interviews and in an-depth workshop with the team in the USA, Wyatt wrote and designed the white paper, using images and graphics to create a visually engaging communication. To give this added gravitas, it was endorsed by a credible figure in the industry – Lee Benson, CEO of Able Engineering.







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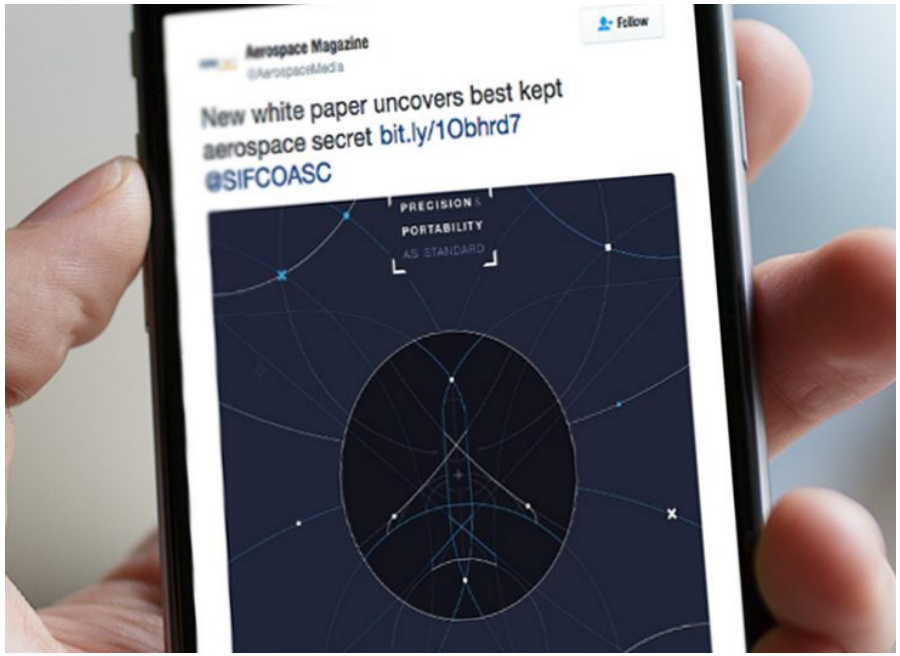
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Express.

We delivered content via a fully integrated campaign comprising e-marketing, PR and social media (Twitter and LinkedIn) to drive traffic to download the white paper. We also partnered US based 'Aerospace Manufacturing & Design', using their database for e-mail marketing and placing a major feature article.







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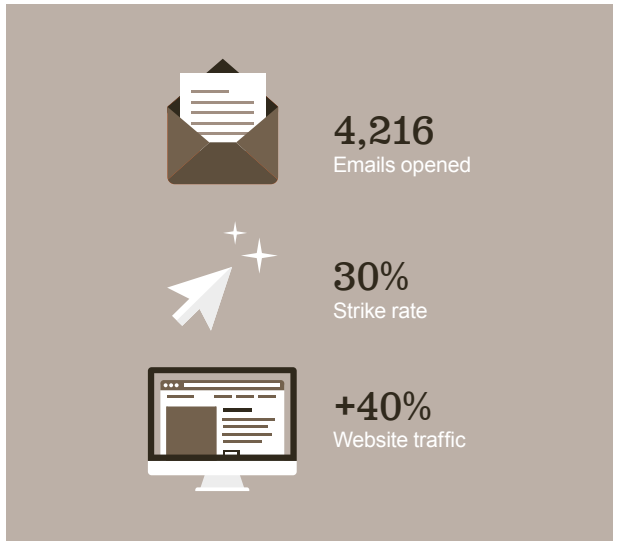
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Excel.

Supported with other media activity, the campaign performed above expectation. Extensive coverage in tier one aerospace and surface finishing media resulted in impressive EAV, while with 4,216 ‘opens’, the emails achieved an impressive strike rate of approaching 30%. During the campaign, web traffic to the aerospace section of SIFCO’s website rose by 40%.







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