

 **influential**

**Strengthening trusted  
manufacturing brands**

# Expert and strategic multi-channel communications that leave nothing to chance

We are a leading independent PR, marketing and strategic communications consultancy for the manufacturing sector

We unlock the potential of brands based in innovation, technology and manufacturing

We are Influential



# Standing out in a crowded marketplace

Our team delivers compelling PR and marketing campaigns for manufacturers, boosting share of voice with accurate and persuasive technical content. We leverage our storytelling skills and outstanding contacts within the trade and regional press to secure high profile media coverage, without the need to advertise.

We can devise on and off-line marketing strategies that help businesses grow, sustaining customer loyalty, supporting talent acquisition, stakeholder management, fundraising, and improving the chances of success when entering new markets. Our experience in the sector means we can provide the insights and ideas that will get your messages in front of the audiences you need to connect with. We're as comfortable with technical subject matter as we are spending time in the plant rooms, factories, and processing facilities at the heart of our clients' manufacturing businesses.

We understand how to:

- Enhance reputation and brand value
- Build with all audiences and through relevant and compelling content
- Accurately bring to life technical challenges and innovation
- Leverage digital channels to drive calls to action



**Daniel Ash | PR Account Director**

Dan has over a decade of experience working on B2B PR within the manufacturing sector, in both in-house roles for multinational firms as well as agency-side for a wide range of manufacturers across a variety of sectors. This has seen him deliver press office activity, thought leadership content and multi-channel marketing campaigns for businesses including CPG Europe, The Vita Group, Cubis Systems, Flowcrete, Uponor, Eurocell, and Dakea.

**Sarah Boyle | PR Account Director**

Sarah has managed high-profile PR campaigns for a spectrum of B2B and B2C brands across various sectors. This has seen her plan, develop and implement bespoke PR strategies that have resulted in coverage in trade, regional and national titles. Influential works on PR for Morgan Sindall Construction, for which Sarah holds the central and southern briefs.

**Viv Griffiths | Creative Director**

Viv has worked with brands around the world and in his 25 years as a Creative Director has picked up awards in numerous countries. At Influential, Viv leads on branding briefs and is passionate about creating rational and emotional connections between people and businesses. Recently, he led the rebranding of CPG Europe, a newly formed construction chemicals manufacturer that needed to connect multiple audiences to a new brand – you can read more about how he achieved this in the CPG Europe case study.

**James Summerscales | Agency Director**

With more than 12 years' experience in agencies, working across brand and digital, James has delivered campaigns from full website builds for eCommerce through to global rebrands and large scale paid media strategies. His initial work focused on consumer projects, including for Revolution Bars Group, Wagamama's, Sainsburys, and Five Guys. He took those learnings into the B2B world with clients such as Morgan Sindall, BNP Paribas, Flawless Technology, Lucion Group, Jessops, and Muse Developments among others.

**Farhana Khan | Senior Account Executive**

Farhana provides media relations, content creation and project management support across a mixture of Influential's B2C and B2B campaigns. Her responsibilities include creating opportunities for securing high-quality coverage, building strong media relationships, and ensuring that clients are kept up to date on all activity.

# Business to Business Specialists

# Expert knowledge

Influential has a wealth of experience delivering meaningful communications campaigns for manufacturers operating in a wide range of sectors and creating a broad variety of products. This has seen us work with manufacturers of everything from specialist building materials and mattresses to pharmaceutical containment systems and smart digital signage.

Our campaigns are designed to maximise the value of what a manufacturer has to say, whether that's getting them featured in key trade media outlets, positioning business leaders as experts in their field or crafting content that draws attention to their physical and digital brand presence.

This approach has become ever more valuable for manufacturing brands, as the topics that are important to them are increasingly taking centre stage in the media. This includes issues such as net zero carbon targets, new technologies, international trade restrictions and opportunities, supply chain issues and post-pandemic world-building all being top of the news agenda. This means there's never been a better time to amplify your voice and put your brand at the heart of the conversation.





# Our integrated approach

With an in-house team of experienced B2B PR professionals, copywriters, journalists, design experts, digital creatives and brand specialists, we're able to provide an integrated suite of public relations and communications services. Having all these capabilities under one roof is essential for creating the multi-media, multifaceted and multi-channel campaigns required to make an impact in today's media landscape.

In short, we understand how to:

- create presence, personality and profile in a crowded market place – no matter what your product or position in the market
- reach decision makers that are important to you, whether this is potential new clients, partners or industry associations
- truly deliver on B2B PR that connects you to the audiences that matter
- use our experience, knowledge and know-how to make a real difference to your reputation and your business

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# Morgan Sindall Construction

Brief

Morgan Sindall Construction is one of the most admired businesses in its sector. It has pioneered a range of new technologies and tools such as CarboniCa to deliver lower carbon, more efficient buildings. We bring its innovation and belief in a solutions-based approach to life through a range of PR and content projects.



Our PR team has worked with Morgan Sindall Construction for over 12 years. We manage all day-to-day media relations activity but also curate and deliver a wide range of stakeholder engagement activities that include insight-led events and specialist reports aimed at public sector leaders.

**Challenge**

Getting beyond a reliance on a standard flow of news about construction milestones and Social Value outputs, we have focused on using content in other forms to engage directly with civic leaders and key stakeholders, including investors, developers, and universities.

The objective is to position Morgan Sindall Construction as an active protagonist that can help unpack and overcome the challenges faced by regeneration leaders. We curate content that presents the business as a capable, secure and innovative partner for the public sector. In doing so, we also create content that allows local authority leaders to showcase what they have achieved and that activity brings their broader vision to life in positive ways.

Within these content projects we find ways of taking forward the message that Morgan Sindall Construction has increasingly set the pace in the modern construction agenda.



**Solution**

Our day-to-day PR activity is augmented with a range of signature content projects focused on public sector leaders. The objective is to get them in the room and participating in a discussion that is written up and published on Morgan Sindall's website and social channels. The main format we have used is roundtable debates and content based on commissioned research.



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# Vita Group

## About

Headquartered in Greater Manchester, The Vita Group is Europe's leading flexible polyurethane foam solutions provider. Built on over 70 years of heritage, Vita develops, manufactures and markets a wide range of value-added and differentiated flexible polyurethane foam, Talalay latex and flooring products to create comfort, quality and functional solutions.



## Approach

Influential was tasked with differentiating Vita from its competitors and positioning it as an authoritative thought leader in key trade as well as regional and business publications. This activity would be blended with engaging owned rich content and integrated campaigns that elevate the gravitas of Vita's expert voice regarding its core capabilities.

As a brand committed to innovation, sustainability and strong social values, it was important for Vita to ensure that the PR campaign's messages showcased its robust ESG strategy, its successful research and development work and its proactive CSR activities.

## Outputs

Influential implemented a robust multi-channel campaign that has seen the Vita brand achieve significant exposure in trade, regional and business titles. This has included:

In the first full year of PR support, Influential generated 209 pieces of coverage with a gross media audience of 77.9m

Strong industry focussed pieces on innovation and sustainability secured in key trade and business titles, including: Urethanes Technology; Materials Recycling World; PU Daily; Sustainable Plastics; Manufacturing Management; NW Business Insider; Manufacturing Today; Chemical Engineering; Bed Times; Furniture News; The Manufacturer and more

Interviews and speaker opportunities to raise the profile of Vita's leaders have included articles in CEO Today and The Times Enterprise Network, as well as roundtable and panel places at Foam Expo and NW Business Insider events, in addition to a prestigious cover story with North West Business Insider

Broad news coverage of Vita's business successes and local CSR activities across the North West's regional media

Support for numerous award applications, wins and nominations, including:

- winning International Company of the Year (£50m +) at the Insider International Trade Awards 2021
- winning Company Leader (100+ employees) at the Business Desk's Northern Leadership Awards
- CEO Ian Robb included in The Manufacturer Top 100 2021
- Shortlisted in 2021 for Made In the Midlands, Made in the North West, Business Masters and Make UK award
- Developing owned channel content such as animations and insightful blogs to communicate vital messages and increase Vita's web traffic

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# CPG Europe

## About

CPG Europe is a pan-European manufacturer of building materials that supplies a broad variety of solutions ranging from sealing, bonding, and insulation to flooring, fire protection, waterproofing, and roofing systems. CPG Europe’s extensive product portfolio includes multiple well-known brands, such as Tremco, illbruck, Nullifire, Flowcrete, Vandex, Dryvit and Nudura.

## Approach

As a business that was formed in 2019, CPG Europe wanted to implement an overarching communications strategy that would reinforce the brand’s identity both internally and externally.

It was vital that the content and messaging would resonate universally with all customer groups and internal stakeholders in order to bring to life the CPG Europe brand and also align it with its own family of product brands. CPG Europe knew that this would require the consistent delivery of an impactful, creative message through the use of innovative channels and collateral.

The internal campaign would be the first step, as the business wanted to initiate a conversation over the brand purpose and what it means to staff and stakeholders to educate, engage and ultimately create advocates for the brand.

This would then be followed with an external campaign with tailored messaging for each key audience group combined with a content strategy that is personal, people led, and which explains what CPG Europe’s purpose means to them.

## Outputs

To meet this challenge, Influential developed the ‘By Your Side’ campaign, which was designed to reinforce CPG Europe’s brand promise and values in a way that lent itself to effective communication across multiple groups and stakeholders as well as customers both existing and new.



For the internal phase, this saw the development of a number of innovative and eye-catching content pieces. This was led with an interactive online game that tested employees’ knowledge of the company, its products and brands. Other creative activity to increase internal engagement with the CPG Europe brand included videos, giveaways, posters, flyers, booklets as well as new guidelines to ensure the brand retained a consistent look and feel.

Externally, messaging was developed to illustrate how CPG Europe’s products and services are designed to solve the pain points of targeted customer groups. These groups were broken down into architects/specifiers, building owners and general contractors to provide a tailored messaging framework.

This messaging formed the basis of a four-phase PR and marketing campaign that would use videos, emails, landing pages, social media (paid and organic) and personalised direct marketing to raise awareness of CPG’s brand portfolio and how its experts can provide solutions for all facets of construction and refurbishment requirements.



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## ChargePoint Technology

### About

ChargePoint Technology are market leaders in the supply of containment valves and integrated material handling equipment for the pharmaceutical, chemical and food industries.

### Approach

ChargePoint Technology is growing, but they want to go further and faster. They asked us to devise and implement a PR and creative strategy to build on their success and to make a greater impact at their key industry events.

Our brief, therefore, was to ensure that their news and views are turning heads, especially in key overseas markets.

Under a new tagline of 'Not Just A Valve', we created an integrated plan using our expertise in Life Sciences and Pharma communications. The PR strategy addresses principally international sector media focusing on company news, negotiated features and thought leadership, but with a regular drumbeat of content for regional and national business media. We are also boosting their online presence through audience building, rich content and bespoke campaigns for their products and key industry events, as well as advertising, event collateral, and design.

### Outputs

In just three months, ChargePoint's profile has soared with a large increase in regional mainstream and international trade press coverage and reaching 42 times more people through social media as well as increasing Twitter followers four fold.

At Interphex, the main North American trade show, we generated considerable footfall through colossal banners, widespread engagement with journalists and social media buzz, resulting in further sales and column inches.

ChargePoint has also been recognised in a series of business awards – NW Exporter of the Year by the Business Insider, a finalist in the Ernst & Young Entrepreneur of the Year and in line to win the prestigious Liverpool Regional Business Award for Manufacturer of the Year.



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# Evoke Creative

## About

Evoke Creative is an LCR-based SME that designs and manufactures interactive kiosks and smart digital signage.

## Approach

Influential was tasked with articulating the growth and innovation story of Evoke Creative, with key objectives being to secure new retail customers and render the company attractive to investors.

A campaign was implemented that harnessed the charisma and dynamism of the senior team in a number of ways, such as 1-1 interviews with national broadcast and print media; authored thought leadership op-eds to tie in with the themes of international trade shows like National Retail Federation's Big Show; and panel and roundtable guest slots with publications key to the regional private equity investor community.



## Outputs

This campaign secured:

- a feature interview in the Telegraph, which was given both a full print page spread and online coverage
- two interviews on the BBC, one on North West Tonight that was tied into the International Festival of Business 2016, and the other was an interview on the Victoria Derbyshire show about LCR economy
- a healthy drumbeat of coverage in national trade and regional B2B press.

Our campaign directly supported the acquisition of two seven figure contracts with retailers Halfords and Vue Cinemas, and the attraction of a £6m investment from The Business Growth Fund (BGF).





Dashboard

Overview

Product report  
Performance  
Product Quality  
Machine State

Smart Industrial Control System

Machine 1 Machine 2 Machine 3



✓ Fine

# We are part of a team that turns insights into strategic direction

- An award-winning, full-service marketing communications agency
- 30 consultants across strategic communications, consumer PR, research, creative and digital
- Experienced team comfortable working with technical topics
- Bases in Manchester & Liverpool, with access to serviced offices around UK
- Clients across the UK



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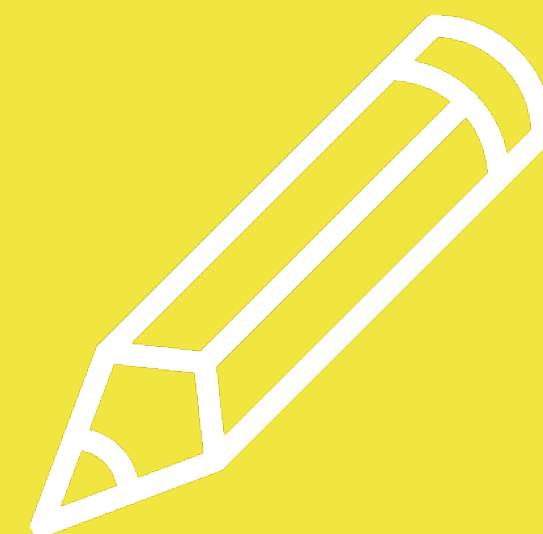
## RESEARCH & INSIGHTS

**We gather bespoke insights, from sentiment tracking & consumer research to product testing, to support a range of communications objectives.**



## PUBLIC RELATIONS

**Our public, consumer and B2B PR teams deliver impactful and strategic communications campaigns for regional, national and global brands.**



## BRAND

**Whether starting from scratch or breathing life into existing work that is no longer quite hitting the mark, we bring your values to the fore and make sure you stand out.**



## DIGITAL

**We help you cut through the noise to deliver well-targeted strategies and campaigns that reach and engage your target audiences.**

# Contact details

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