

## Case Studies



“Using its expertise in the engineering sector and its excellent knowledge of our target audience, Smye Holland Associates has successfully managed a sustained media relations campaign for us. This has led to a higher industry profile, increased awareness of our products and services and improved sales.”

Alan Christie, sales and marketing director, Litre Meter

Litre Meter, based near Buckingham, UK, specialises in the custom design and manufacture of instruments for measuring and controlling fluids. The company has particular expertise with offshore and sub-sea flow measurement for chemical injection applications and has supplied flow meters for these applications throughout the world. The company’s VFF Rotary Piston flow meter has been developed further specifically for the petrochemical industry with the design of a sub-sea variant.

Using our expertise in the engineering sector Smye Holland Associates works closely with Litre Meter to identify specific marketing goals. We manage an ongoing programme of media relations in order to promote Litre Meter’s products and expertise to its target markets.



“expertise with offshore and sub-sea flow measurement”

In addition to media relations work we also undertake marketing projects for Litre Meter and manage its advertising budget to ensure that it gains the maximum amount of positive exposure in media that specifically targets Litre Meter’s market.

We use our project management skills to assist Litre Meter in bespoke marketing projects including arranging awards presentations. We also assisted with an open day event following the company’s successful relocation to purpose-built new premises.