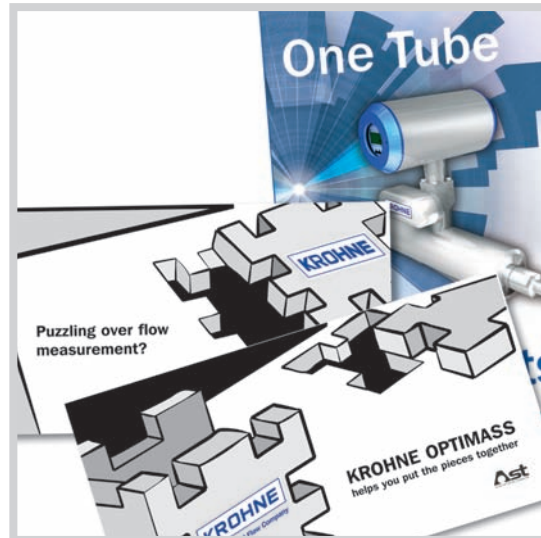


Case Studies

KROHNE

Smye Holland Associates works with international instrumentation company Krohne on a number of communications projects including the launch of its new technically advanced Optimass flowmeter.



We get excellent value from Smye Holland Associates' PR services. At our last review they achieved three times more coverage than if we had used that money for advertising.

Teresa Kennedy, marketing manager, Krohne Ltd

Krohne wanted a high impact direct marketing campaign which would raise awareness of Optimass among its potential clients and generate sales enquiries.

We designed and developed a high impact campaign that would attract attention and which clearly communicated the benefits of the product. The eye-catching design was centred on an irresistible tactile puzzle that had to be pieced together when received through the post.

As well as designing the mailer we sourced lists of contacts and managed the mailing of 2,000 puzzles over a 10-week period. Potential clients were followed up promptly after receiving the mailer by Krohne's telemarketing team.

The campaign proved very effective and generated a high response rate. Its success has led to continuing to work with Krohne on other projects.

We use our engineering knowledge and expertise to promote Krohne's product range to the UK market through media relations. We also manage the company's advertising schedule and have created a new logo for one of its innovative software control products.