

MPS & BBI International Limited

PROJECT OVERVIEW



CLIENT: Centurion Safety Products

AGENCY SERVICES: Public relations

BRIEF

Centurion produces a range of high quality personal protective equipment (PPE) for workplace safety applications. The need was to demonstrate to users the importance of opting for high safety standards in the workplace without cutting corners to cut costs. This was particularly in the light imported cut-price products entering the market that could compromise protection.

STRATEGY

Gaining coverage in Health & Safety (H&S) publications for Centurion was an important means to get the quality message across. However, it was not sufficient simply to offer comment on the quality issue but also to demonstrate expertise on a range of H&S issues. This reflected back on the quality debate, adding support and credibility to Centurion as an advocate for high standards.

IMPLEMENTATION

A range of in-depth generic articles by-lined by the company's technical director and researched and written by the agency were contributed to all the key H&S media, as well as related publications covering hazardous work environments such as mining and agriculture. These covered a range of personal protection (head, facial, hearing and respiratory) and best practice in H&S procedures. This achieved excellent editorial visibility in specialist media read by PPE distributors and end users.

RESULT

Centurion's PPE products have continued to demonstrate excellent sales growth at a time of high competition from lower priced products.

