

MPS & BBI International Limited

PROJECT OVERVIEW



CLIENT: Metway Electrical Industries

AGENCY SERVICES: Corporate branding, website, marketing and communications

BRIEF

Metway is a long-established supplier of electrical and electronic components. During the 5 years that Metway has been a client of MPS & BBI International, emphasis has increased on the production of sophisticated pre-fabricated wiring systems. A branding and marketing approach was required to increase target audience awareness of Metway's wide product range and high standards of service and expertise.

STRATEGY

A corporate rebranding across all online and offline collateral has been accompanied by marketing and promotional initiatives to communicate the extent and quality of Metway's customer offer, prioritising developments in the wiring system sector of the business.

IMPLEMENTATION

The rebranding created a consistent image across all marketing collateral, including the company website, exhibition stands, product catalogues, advertising and direct marketing. The branding has recently been adapted, including modifications in the company logo, allowing it to evolve with changes in the marketplace. A focused PR campaign has also been carried out, primarily involving placement in target publications of in-depth technical articles featuring large scale projects.

RESULT

The programme of activities has successfully enhanced Metway's industry positioning, communicated its key messages and has met with a favourable customer response. The relationship with the agency has developed into a long-term partnership where the client makes full use of our service range.

