

## Case Study

# Chemigraphic



**Project:** Rebrand, communications strategy, media outreach and new website

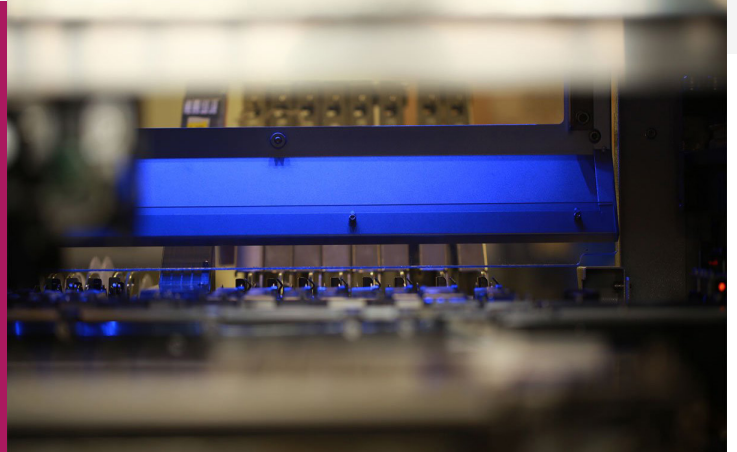
Chemigraphic is a design-led Electronics Manufacturing Services (EMS) provider, working with OEM customers, from a number of different markets, to simplify their supply chain, satisfy their entire outsourced manufacturing requirements and reduce their time to market.

### The Brief

To rebrand and reposition Chemigraphic as a global leading EMS provider

To develop a long term communications strategy and content campaign

To work with the sales team on lead generation



### Activities

Led discussion forums with Directors to agree branding and marketing alignment with business growth plans

Developed and executed an offline and online PR and Marketing strategy and content plan including technical case studies, media outreach and factory tours

Developed new corporate identity and branding including technical icons, photoshoots

Designed and built a new website with regular news updates

### Successes

Built a solid communications foundation with new strategy and tools in place

In the first 12 months, 107 pieces of trade press coverage secured in electronic, manufacturing, engineering and vertical press with a total reach of 2.4 million readers.

Factory tours with key media organised for 'behind the scenes' tours for the first time

PR was visible and accountable at board level for the first time in the company's history

New branding completed with over 20 technical icons for web and marketing

New dynamic website launched with 31,000 page views of gated content, 7056 organic sessions, 4038 direct sessions and 947 referral sessions

“Rose Media Group fully supported the business with joined up PR, Marketing and lead generation campaigns whilst we were restructuring and expanding internationally. Absolute pleasure to work with, they know what they're doing and consistently deliver. Thank you Roses!”

**John Johnson**

New Product Development Director



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