

RedSplash

A powerful communications strategy takes Amarinth from UK start-up company to leading worldwide manufacturer

Case Study



New company, new vision

Founded in 2002, Amarinth brought together a small team of skilled, creative and passionate people who had worked in the pump industry for many years. The Directors had a clear vision - to deliver unsurpassed products and levels of customer service and in so doing change the staid, tired and tardy image of the pump industry as a whole.

As a fledgling company competing with well established organisations this was a remarkable vision that needed a long-term strategic plan. Amarinth had the skills to design and manufacture world class pumps and the desire and energy to deliver high levels of customer service, but how could it communicate with its target audience of multi-national organisations, let alone get them to listen and do business?

Amarinth turned to Red Splash for a marketing and communications strategy that would reach out, educate and engage its target audience.

Clear communications

Communicating the Amarinth vision and changing the entrenched views of the industry wasn't going to happen overnight. It would require a building of trust and a way of presenting what was then a small company as one that a large multi-national organisation would want to do business with.

Working closely with Amarinth to understand its core values and how we should present these to its target audience we established a clear proposition blending thought leadership, technical know-how and

commercial wisdom around which we could develop articles that would interest, educate and engage the audience.

A database of key influential media in its core target markets of the UK, Scandinavia and the Middle East was researched and the process of creating and disseminating articles and news was launched.

A regular flow of high quality material built trust within the media and articles were soon published. The process then accelerated with journalists and editors coming back for comments or exclusive stories.

Common values

Within a few short years Amarinth was established in the eyes of its target audience as a company that could provide solutions to the most complex of pumping needs and, just as importantly, a company in which they saw common values and really did want to do business with.

With its rapidly growing customer base, Amarinth now had the assets to further fuel the marketing and sales processes and so Red Splash proposed creating a library of case studies highlighting the company's innovative solutions to the challenges faced by its customers.

Working closely with Amarinth's customers, numerous case studies have now been completed which are used extensively in the sales process and which also provide excellent base material for new press releases.

Global business

From a start-up company in 2002, Amarinth has achieved its audacious vision. It is now recognised as a leading supplier of pumping solutions around the world and delivers its products and services in a way that the rest of the industry are now trying to emulate.



Amarinth Limited

Amarinth delivers world-leading expertise in the design, application and manufacture of end suction centrifugal pumps in a variety of standard and exotic alloys to API, ISO & ANSI standards for use primarily in the Petrochemical, Oil & Gas, Chemical, Pharmaceutical and General Industrial markets.

Established in 2002, Amarinth has doubled its turnover year-on-year and has established itself as the pump supplier of choice into many of the most demanding and prestigious contracts around the world for organisations such as BP, Shell, ExxonMobil, GlaxoSmith-Kline, Pfizer, Diageo, AMEC and Fluor.

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