



B2B Marketing:

British Nuclear Group Project Services

British Nuclear Group was established in 2004 as a wholly owned subsidiary of BNFL to provide the necessary focus for decommissioning and clean-up of the UK's historic nuclear legacy. British Nuclear Group Project Services was an integral part of the organisation providing engineering services, products and know-how and today is a successful business acquired by VT Group, operating in the competitive UK and global nuclear market.



Client benefits:

- A quickly established high profile for the newly created business
- A strong and memorable visual identity consistent across all marketing materials
- Flexibility in terms of presentation and production to allow tailored packages of information to be easily put together
- A dynamic marketing tool – The Clean-up Manual – in compendium format to allow for continual additions as track record continued to grow
- Support and valuable sales tools to aid business development

Challenge:

Changes in the emerging UK nuclear market, particularly for decommissioning and clean-up services, introduced real competition. This required British Nuclear Group Project Services to compete head-to-head with globally established nuclear decommissioning contractors and necessitated a step change in the approach to marketing the business' expertise and track record.

There was an urgent requirement to differentiate Project Services as a truly commercial enterprise and to clearly articulate its complex product and service offer based on an unrivalled knowledge base and focused capability.

Within the nuclear sector, marketing of such services had traditionally been low key and fairly similar in style and approach. We faced a significant challenge to build strong brand recognition for Project Services as a distinct and clearly defined part of British Nuclear Group as well as the preferred Tier 2 decommissioning and clean-up contractor.

Solution:

We devised and implemented a detailed marketing communications plan. We achieved clarity on its positioning within British Nuclear Group and its aspirations and capability within the nuclear decommissioning market.

The integrated campaign's strong visual theme drew an analogy with an orchestra, positioning the business as the enabler, drawing together specialist teams to provide tailored solutions to meet specific customer needs and its unusual approach ensured Project Services stood out from the crowd.

The package of materials was of an appropriate design and quality to present a practical, 'workmanlike' image, professional but not overly glossy, in keeping with Project Services' SME status.

We also engaged the trade media, highlighting successes and track record and ensuring the Project Services' name was constantly in front of decision makers and influencers.

Contact us:

For more information about our strategic communications work and other areas of expertise, don't hesitate to get in touch:

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