

mackenzie PR CASE STUDY

Client

MS Industrial Services (MSIS)

Brief

To raise the general profile of MSIS throughout the North-east of Scotland, promoting the company's increasing range of services to both existing and potential clients.

What we do

Working closely with key journalists, we generate media coverage relating to the company's various capabilities and the services on offer.

We achieve this by providing the company with ongoing PR support which involves placing high profile articles in key target publications, and setting up interviews with television reporters.

We also produce an MSIS newsletter, available to all clients and employees, highlighting specific products and offerings in addition to providing a platform from which members of staff can promote charitable work and personal achievements.

Results

During the two years in which we have worked with MSIS, we have secured high profile coverage for the firm – both print and broadcast.

To date, media outlets targeted include:

- STV (Scottish Television)
- The Scotsman
- The Herald
- STV
- The Press & Journal (Your Job supplement)
- The Evening Express (Aberdeen)
- The Aberdeen & District Independent
- Ross-shire Journal
- The Inverness Courier
- The Highland News
- Energy International
- Platform
- Executive Magazine

Neil McArthur, commercial director with MSIS, said:

“We receive an excellent service from Mackenzie PR – a highly professional, cohesive team which maintains strong relationships with newspaper journalists.

“They are nice people who are fun to work with. Our broadcast, newspaper and trade publication exposure has risen markedly since we engaged the team, and we have received a number of enquires as a direct result of that exposure.

“As a Board, we are hugely satisfied with Mackenzie PR and I have no hesitation in recommending them to anyone looking for public relations support.”

For further information, please contact MSIS on 01224 708 286 or visit www.msis.uk.com.