

Client

Seletar Shipping (Scotland) Limited

Brief

To raise the general profile of Seletar Shipping throughout the UK, promoting its increasing range of services, including its burgeoning quayside property rental business.

What we do

Working closely with various target media outlets and key journalists, we generate high profile news coverage relating to the diverse services provided by the firm, as well as articles about Seletar Shipping personnel.

We achieve this through a judicious mix of press releases, feature articles, media interviews and creative photography.

Results

As the range of services Seletar Shipping provides and the sectors it operates in continue to expand, we have helped ensure the company name remains in the public eye and awareness of the firm as a whole, is maintained.

To date, publications successfully targeted include:

- The Press & Journal
- The Press & Journal – commercial property pages
- The Evening Express (Aberdeen)
- Executive Life Magazine
- Aberdeen & Grampian Chamber of Commerce Business Bulletin
- Energy International
- Estates Gazette
- Platform
- Buchan Observer
- Aberdeen Petroleum Report
- Numast Telegraph
- Ross-shire Journal
- Maritime Journal
- Property Week
- Commercial Property Review
- Aberdeen Citizen
- Aberdeen Independent
- Property Executive

Shaun Eardley, managing director, Seletar Shipping (Scotland) Limited, said:

“Mackenzie PR provides us with a proactive and knowledgeable service, with the team effectively serving as our in-house communications team. Through high profile and continued media coverage, our company name, products and services are promoted to our key audiences, ensuring existing and potential clients are fully aware of the firm’s activities.”

For further information, please contact Seletar Shipping on 01224 357100 or visit www.seletar.com or www.waterlooquay.com.