



**Above:** AirCRAFT branding development and final stationery

**Main:** New website, social media presence and product PDFs

*'We approached Austin Marketing in 2021, following on from and they have proved to be exactly what we wanted - a turnkey marketing service that delivered, new branding and an extensive new website. Their team have consistently demonstrated their knowledge of our industry. It is a relationship we are very pleased to have.'*

*Steve Jenks, Managing Director, AirCRAFT Air Handling Ltd*



## Customer overview

AirCRAFT Air Handling is one of the UK's leading manufacturer and suppliers of standard and custom -made Air Handling Units (AHUs), supplying to a wide range of customers across the UK in sectors including healthcare, catering, scientific, hospitality and technology.

## The objective

AirCRAFT Air Handling wanted to undertake a complete rethink of their offline and online presence, and how they present in their market. Their existing branding and visual presence on the internet was not reflecting their high-quality work or positioning them well against the larger players in their market. The company also wanted to commission an agency that understood the technical and very conservative HVAC market.

## Our work

After several conversations and meetings with AirCRAFT Air Handling, we undertook a detailed competitor review and subsequent full visual re-branding exercise, produced a new website and all new marketing collateral, and created a social media presence.

## Services Provided

- Marketing Support & Consultancy
- Visual Branding & Graphic Design
- Copywriting
- Brochure & Case Study Production
- Photography
- Web Design
- Full Website Management
- SEO & Link building
- Social Media
- Email Marketing
- Premium website hosting