

DEFENCE & SECURITY PR

MAKING YOU VISIBLE, VALUED & UNDERSTOOD





Total global military expenditure rose to \$1917 billion in 2019, according to data released in April 2020 by the SIPRI*, an increase of 3.6 per cent from 2018 and the largest annual growth in spending since 2010. The five largest spenders in 2019, which accounted for 62 per cent of expenditure, were the United States, China, India, Russia and Saudi Arabia. Competition is set to intensify. In this crowded and buoyant marketplace, the one who shouts the loudest, while listening and delivering to customer requirements, will always out-perform the silent, exceptional player. (Assuming the 'shouting' is relevant and thought provoking of course!)

A strong media profile gives you competitive advantage:

- It makes your talents and achievements visible, findable and familiar.
- It gives your expertise authority and credibility.
- It explains the advantage of your approach over your competitors.

It's the combination of the three which is so compelling. Integrate this into your outbound sales strategy, leveraging the collateral and exposure we secure for you, and you have a powerful competitive advantage.

Within defence & security, we have a unique and impressive track record.

*Stockholm International Peace Research Institute

INDUSTRY SPECIALISTS:

We know your market - immersed in the sector for a decade delivering brand awareness and thought leadership campaigns for BMT's Defence & Security business:

Key campaign features:

- 100% strike rate.
- The development and successful delivery of a lobbying programme which included meetings with every Government Minister with a declared interest in defence.
- Weekly and monthly opportunities to contribute to key global defence titles including IHS Jane's, Shephard Media, Defense News and Australian Defence magazine.
- Increased footfall at DSEI year on year.



AUDIENCE EXPERTISE:

The defence industry is a complex one and being able to communicate effectively within it requires knowledge, intelligence and political acumen, sensitive to individual country's interests and objectives. For a decade, we have been creating collateral that not only meets the requirements of our clients' customers which include the UK's MOD, the U.S. Department of Defense and the Australian Department of Defence, but directly to the very people you are seeking to engage with.



STRATEGIC AND METHODOLOGICAL:

We are experts at developing and delivering a PR strategy that produces results – we think, we write, we engage, and we deliver – every time.

- We will help you to develop your value proposition and messaging so that you stand out from your competitors. We will produce a PR strategy which aligns with your business objectives and we will train your experts to engage confidently with the media so that your expertise is heard, understood and appreciated.
- We develop campaign ideas to bring your PR strategy to life. We can help you develop and produce White Papers, videos and presentations to support the campaign.
- We will research and draft your industry comment, so your experts don't have to, including your magazine insights, news stories, LinkedIn articles, blogs, thought leadership and case studies.
- We will use our relationships with the industry press to place your stories and secure regular presence for your brand in the channels that matter – wherever they may be.

GUARANTEED RESULTS:

We ensure you are visible, valued and understood amongst your customer base – credible, authoritative and omnipresent.



David Bright, Sector Director Defence, BMT Group Ltd comments:

“This has been a valuable exercise. I have been able to discuss and raise awareness of BMT’s defence capability with many influential defence ministers and shadow defence ministers. It has allowed the business-critical themes and the role of BMT as the customer friend to be emphasised.”

Johanna Probert, Marketing Manager for Defence & Security at BMT says:

“Emmett & Churchman has supported us with the last three DSEI events helping us to make optimum use of the media opportunities on offer at this major international show. Leveraging its strong relationships with the defence media, EC-PR fully supports us in raising the awareness of BMT and its capabilities.”





GLOBAL REACH:

We work in your markets and have global reach:

- We are small enough to care; to exclusively dedicate senior resource to attend to your requirements and deliver an outstanding service. But, we are also scalable, currently working with businesses all over the world.

PROBLEM SOLVERS:

We take a pragmatic approach – we understand your pain points and we can help you to resolve them. You have a limited budget and you want to make a difference to your business performance. Our three-phased approach gives you confidence that you will achieve your goals with maximum efficiency and impact.

CALL US TODAY
0203 740 60 80

OUR PROMISE TO YOU:

- Better quality sales leads
- Increased brand awareness
- Credible and incisive thought leadership





EMMETT & CHURCHMAN LTD

www.ec-pr.com | info@ec-pr.com

Head Office: 13 The Causeway, Teddington TW11 0JR

London Office: 90 Long Acre, London WC2E 9RZ

Phone: 0203 740 60 80