

# case study

## Anetic Aid – communication support

**Challenge** – Operating theatre equipment specialist Anetic Aid Ltd has a broad range of ‘audiences’ – including employees, customers, distributors and medical communities across the globe.

**Approach** – Working closely with the Sales Director and the International Sales Manager, **agenda** helps to develop an annual communication strategy which dovetails with the company’s marketing calendar and takes full advantage of all the conference, advertising and editorial opportunities available. This involves direct liaison with employees in different parts of the business, with customers, distributors and media contracts.

**Outcome** – **agenda** generates a wide variety of written and visual material to support Anetic Aid and its associate company Portsmouth Surgical’s activities ranging from a full colour company magazine – which promotes products and services - to press releases, exhibition copy and customer/product literature in both English and other languages.

Anetic Aid Sales Director Andrew Curtin said: ‘**agenda** has been supporting us for three years now – ensuring that our company information is presented in a clear and consistent way. Over that time we have seen a steady build up of recognition and market awareness of our name and products.’

