



# CASE STUDY: AE AEROSPACE

**Generating blanket coverage  
and numerous award wins for  
AE Aerospace**



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[AE Aerospace](#) are world-class suppliers of high-quality precision machine components for the aerospace, marine and defence sectors and have been leading the industry for more than two decades.

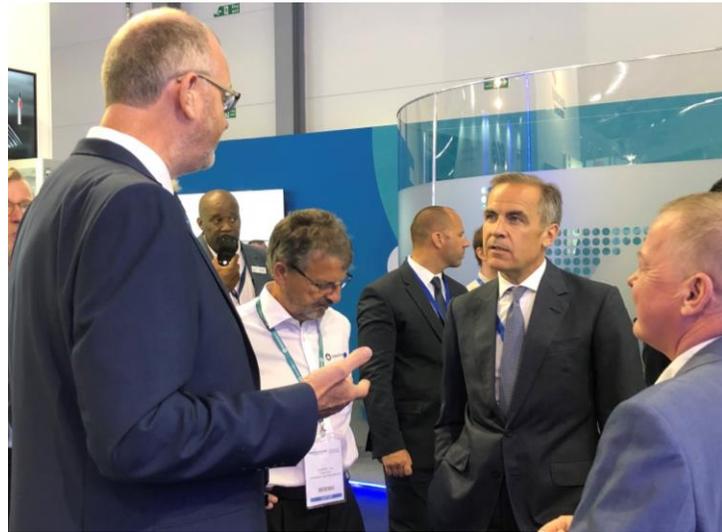
Over the years, the Birmingham-based manufacturer has established a large network of customers and suppliers that has enabled it to develop strong foundations for continuous, strategic growth. The business has increased seven-fold and more doubled its staffing levels in the past 12 months.

In addition to taking a strategic approach to its growth, AE Aerospace wanted to take a strategic approach to its marketing strategy and tactical planning, so they got in touch with us.

As B2B PR and marketing specialists, we've been helping [manufacturing](#), [engineering](#), [technology](#), [supply chain](#), [renewable energy and technologies](#) and [construction](#) businesses raise their profile and grow for more than two decades.

So, when AE Aerospace contacted us to say they wanted to generate widespread brand awareness within the trade media and strengthen their communications with customers and suppliers, we instinctively knew what to do.

**Fast forward 18 months, and we've developed a strong working relationship with the company, secured blanket coverage for them in their key trade titles and on broadcast media, helped them to win numerous awards, put in place a strong digital and social media strategy and have updated the company's marketing collateral following their factory move. AE Aerospace view Bridge as its marketing department and also rely on us for to guide the company with its key messaging in speeches and presentations, and when communicating with their customers.**



Peter Bruch meeting Governor of the Bank of England, Mark Carney at Farnborough International Air Show in 2018



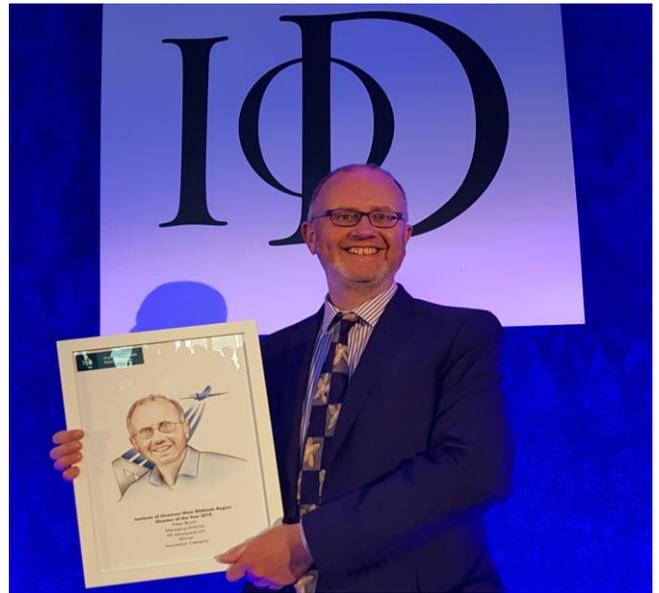
The AE Aerospace and Bridge team at the 2018 Insider Made in the UK Awards

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We've achieved this by taking the time to get to know the client, not to mention the fact that we know the world of manufacturing and engineering media like the back of our hand.

## During the last year alone, we've produced:

- **Regular press releases** - that have significantly increased AE Aerospace's profile across their target markets and seen them secure comprehensive coverage in key titles, including Insider Magazine, Aerospace Manufacturing, The Manufacturer, Birmingham Post, Zenoot, and Engineering Update, Manufacturing Management and attending round tables for Midlands Insider.
- **Broadcast Media** – interviews with BBC Midlands Today talking about aerospace and the impact of Brexit.
- **A series of thought leadership articles** - that have struck a chord with some of their target audiences directly, such as contacts at Boeing and Collins Aerospace. The series of articles gained over 2,700 views with more impressions from posts to support the articles across social media channels. LinkedIn posts we produce for Peter's personal profile regularly achieve in excess of 4,000 views with the highest number of views being over 12,100.
- **Attention-grabbing bi-monthly eshots and newsletters** - to further raise awareness of AE Aerospace and strengthen relations with both its customers and suppliers. In fact, their latest newsletter generated the highest open rate so far.
- **Winning award entry** – we worked closely with AE Aerospace to write their application for the [Insider Made in the Midlands award](#). Not only did they go on to win the Manufacturer of the Year Under £25m category, they were highly commended in the national finals of [Made in the UK](#). Other award wins include: Runner up in the Business Growth and Strategy category of the 2018 EEF Future Manufacturing Awards, Winner of the Barclays Entrepreneur National Awards for the Midlands region and the West Midlands Institute of Directors – Director of the Year Award for Innovation (June 2019). AE Aerospace was also shortlisted for the 2019 Insider Made in the UK Awards in the Manufacturer of the Year (Under £25million turnover) and Export categories.



West Midlands IoD Director of the Year Awards – Peter won for Innovation in 2019

- **Event Support and Management** – Bridge supported the official new factory opening in July 2019. This involved liaising with AE Aerospace's trade press and media, helping them to source and brand their merchandise for the event "goody bags", conceptualising and designing marketing collateral ready for the event which included pop up banners, a new skin for the exhibition stand and 10 ft x 15 ft posters for the factory wall. We also supported AE Aerospace on the day as well as carrying out PR and social media activity both pre and post event.



Peter with AE Aerospace's High Commendation certificate for Manufacturer of the Year at the 2018 Insider Made in the UK Awards

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insider **MADE IN THE MIDLANDS**

**WINNER**  
**MANUFACTURER**  
**OF THE YEAR 2018 (UNDER £25M)**

And that's just the PR and media relations side of things. Because we're a multi-specialist agency, we don't just provide PR support, we've also provided the AE Aerospace team with a robust marketing strategy and advised on key messaging and wider communications. For instance, when they recently consolidated factories, we made sure their internal and external communications were consistent and resonated with the target audience.

For more information or to discuss your PR or marketing requirements with us, contact us on **02476 520 025** or email Denise Taylor at **denise@bridgepr.co.uk**. In the meantime, for more details about some of our other clients who've benefited from our industry-leading services, check out our other case studies.

Peter Bruch on BBC Midlands Today



Peter Bruch, Andy Master and Mayor of the West Midlands, Andy Street at official factory opening

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The work that Bridge PR has carried out over the past 18 months has massively surpassed the original brief. Our company and brand recognition & perception have increased dramatically. We have been invited to speak at national events and panels, plus the positive profile that has been generated has resulted in us becoming members of specialist steering groups leading the development of the UK's Aerospace industry.

We have managed to leverage the work carried out by Bridge PR to achieve a ROI way beyond what we imagined. I cannot envisage a time where we're not working with Bridge PR

Peter Bruch  
Managing Director, AE Aerospace

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