

# FROM BRAND STRATEGY TO ACQUISITION



## THE COMMERCIAL CHALLENGE

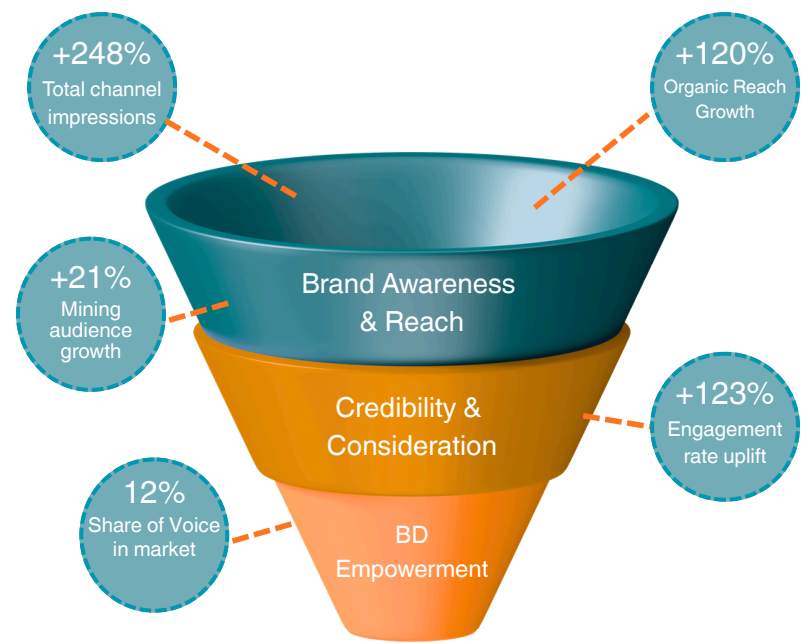
The client is a specialist industrial services company delivering integrated maintenance, turnaround and construction services across the Energy, Resources and Minerals sectors.

When COVID-19 hit in 2020, the internal marketing function was lost. The business had a clear commercial objective underpinned by focused business development activity — but no brand strategy, no market positioning, and no structured program connecting marketing activity to commercial outcomes.

With an established position in Energy and an ambitious target to grow market share in the Resources and Minerals sector, the business needed more than marketing tactics.

In a relationship-driven industry where visibility and trust directly influence who gets invited to tender, the absence of a coherent brand programme represented a genuine commercial risk.

## THE RESULTS



## FULL FUNNEL MARKETING STRATEGY - 2 YEARS

1. Increase brand awareness and reach in Energy and Mining sectors - Top of funnel
2. Build credibility and consideration - Mid funnel
3. Empower sales teams to convert - Bottom of funnel

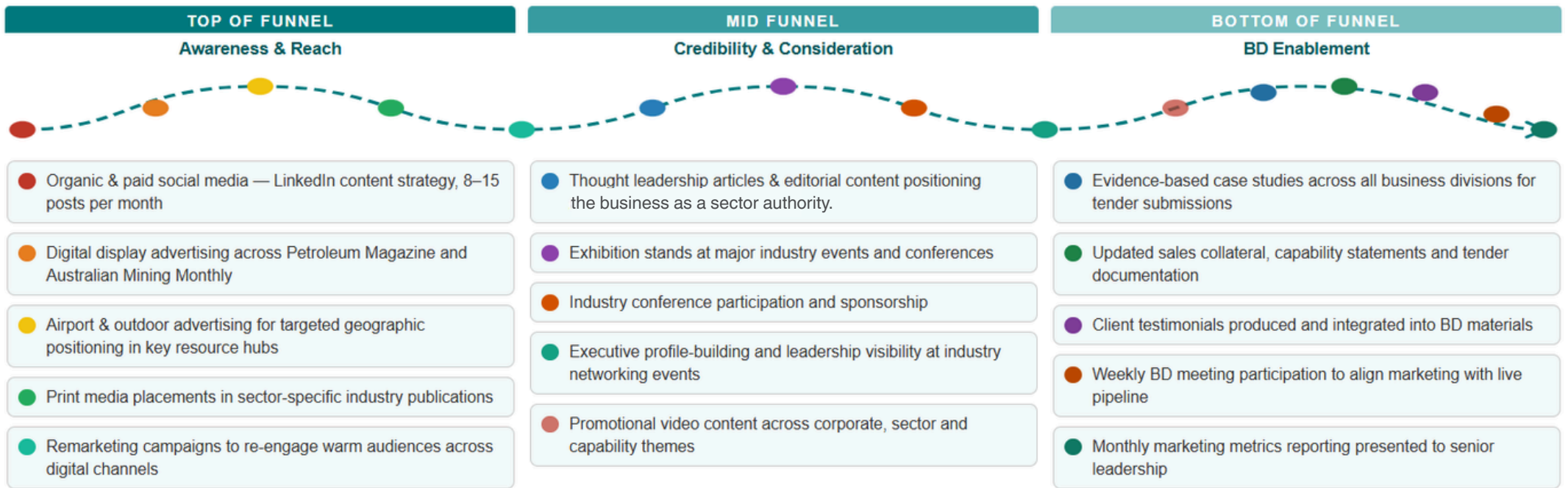
*“Becky has the perfect mix of both strategy focus and strong marketing implementation skills, which means she really was a one-stop-shop for our marketing. Her approach to strategy ensured we retained strategic marketing focus coupled with efficient and results-driven marketing implementation. Our branding and marketing really shifted a gear when Becky took over and we found the outsourced marketing approach very cost-effective.”*

Warren Puvanendran (Client, GM, 2017 - 2022)

## THE ENGAGEMENT - FRACTIONAL MARKETING

Over a 2 year period Platinum Mix was engaged as the sole fractional marketing resource — operating as a strategic partner embedded within the business. The engagement began with foundations: stakeholder workshops across business units to establish brand strategy, define market segmentation, and build the positioning needed to compete credibly in both sectors.

An 18-month integrated go-to-market plan was then designed and executed with channels selected to maximise reach among decision-makers in target segments, blending always-on brand activity with targeted campaigns across the multiple client journey touch points.



## THE ACQUISITION OUTCOME

In December 2022, the business was acquired by one of the world’s largest industrial services organisations. Acquisitions at this level are often driven by more than financial performance alone. Acquirers look for businesses with clear market positioning, demonstrable sector presence and a brand that reduces commercial risk.

The two-year brand programme built these foundations: defined positioning in target sectors, a measurable and growing market presence, and a marketing function operating in genuine alignment with the commercial strategy.

**A STRONG BRAND DOES NOT JUST SUPPORT REVENUE GROWTH — IT BUILDS COMMERCIAL VALUE**