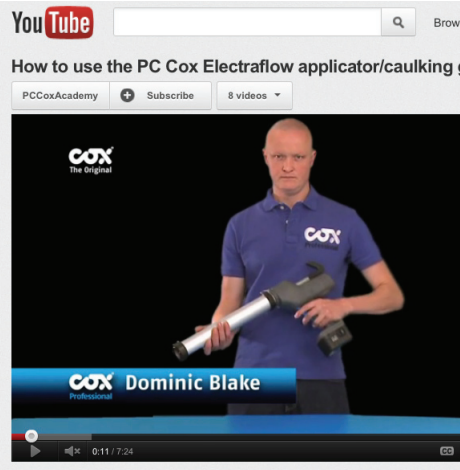




Top: Landing page of the new global website
Above: Product brochures
Right: Internationale Eisenwaremesse Exhibition
 Cologne, Germany

Client: PC Cox
Sector: Manufacturing

austin
 marketing



Overview:

PC Cox is unquestionably the largest and most innovative manufacturer of sealant and adhesive applicators across the Globe.

Austin Marketing is appointed as PC Cox's UK marketing agency and, as such, deliver a comprehensive range of services including global support to their local markets.

Services provided:

- Marketing Strategy
- Ongoing Marketing Support
- Graphic & Web Design
- Web Development
- Copy Writing & Product naming
- Photography & Videography
- Print Production
- Market Research
- Language translation including Japanese, Chinese and Korean

Project included:

During our first eighteen months of working with PC Cox, we have developed an entirely new range of multi lingual brochures, produced upwards of 20 videos, assisted with the naming of 4 new products, undertaken a detailed market research campaign covering over 1,000 potential PC Cox customers.

During 2012 Austin Marketing will have designed, developed and published an all new PC Cox Global website served and administered from three different global locations. The multi lingual site will provide access to a new customer extranet and have various intelligent search fields to link PC Cox products to third party sealant and adhesive manufacturers' products.