MITSUBISHI HEAVY INDUSTRIES
AIR CONDITIONING & WATER HEATING



MITSUBISHI HEAVY

Do you have project worth shouting about?

Then get in touch and let us create a Case Study for you...

Recently completed a successful install, large commercial or industrial project or fitted equipment in an unusual or complex environment?

Well, we want to hear about it and tell our customers and our industry about it as well.

Let MHI and our Marketing team create a Case Study from your recent project and get some fantastic exposure for you and your business across our industry.

Our marketing team will create an engaging case study for you, (following some questions on the project) and will even pay you a site visit to capture some photos of the install and your team so we're able to promote both your business and the products we sell through our marketing channels.

This is a fantastic opportunity to help our customers showcase their projects and gain the exposure and marketing material needed to help you secure those big tenders and get the recognition you deserve across the industry.

The MHI Marketing Team will then create a range of marketing material to showcase your Case Study across a wide range of marketing channels.
So, what's including in our Case Study package?

- PROJECT & TEAM PHOTOGRAPHY SESSION
- CASE STUDY VIDEO & INTERVIEW
- DIGITAL CASE STUDY LEAFLET
- PRINT-READY CASE STUDY LEAFTLET
- INDUSTRY-WIDE PRESS RELEASE
- SOCIAL MEDIA POSTS (LINKEDIN & FACEBOOK)
- YOUTUBE POST (CASE STUDY VIDEO)
- WEBSITE NEWS
- MAGAZINE ARTICLES
- INDUSTRY PRESS ONLINE NEWS EXPOSURE
- NATIONAL E-SHOT CAMPAIGN

What are you waiting for?

Let us help you create a fantastic Case Study and get seen across the industry.

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CASE STUDY APPLICATION

If you would like to propose your project for a case study we've detailed below the information we would need to generate content. Firstly, you will need to send your response to the below questions in a word document or within an email along with the recommended assets listed below.

QUESTIONS

1. What factor(s) resulted in you opting to use the (equipment purchased from MHI) for this project?
2. How did the installation go, was the system easy to commission, install, run up?
3. Do you have any comments on the product itself (quality, design, features)?
4. How is the system performing?
5. Is there anything about its operation thats a stand out point for you and the customer?
6. If this is the first time you have used a particular product, would you use it on other projects in the future and why?

ADDITIONAL REQUIREMENTS

1. It would also be great if we could get a positive quotation, recommendation or industry statistic (please provide reference details) from you, or your client, about the project, this helps secure a great testimonial alongside the case study.
2. To increase the impact of any case study it is essential we have good imagery taken throughout the project. If practical we're able to organise for a member of our marketing team to visit you on site to take pictures of the project and your team, or with todays great quality camera phone, you can help.

   To assist in taking pictures that work, it is essential all images are high quality and that can work across a multitude of assets. This means we'd like images in both landscape and portrait and also 'Portrait Mode' if using an iPhone. Close up images of the units and products as well as overall installation images, ideally before, during and after completion of the project to help us achieve a full visual journey of the project. The more images we have for selection the better, although it is essential these are of good quality.



