

HM19

B2B CASE

PRESENTED BY:

AV&R



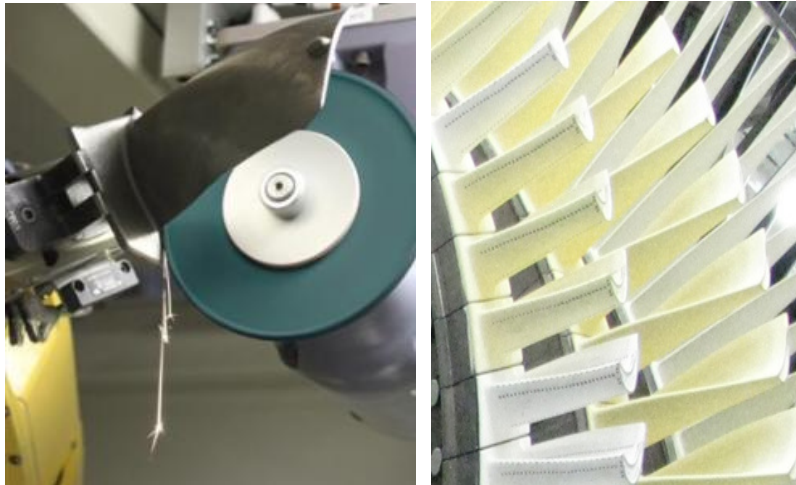
BUILDING NOTORIETY THROUGH TECHNOLOGY

MISSION : WHO ARE WE ?

A leader in industrial automation for 25 years, AV&R is a robotics engineering company with 80 employees around the world. Our head office is located Montreal's Old Port. Internationally, we have a representative in France as well as in Singapore. In addition, North America accounts for 76% of our market, Europe 17% and Asia 7%.

OUR OFFER

We offer complex robotic solutions requiring a high level of precision. The expertise of our team was developed on gas turbine parts for the aerospace field. More specifically, AV&R offers robotic finishing machines (profiling, sanding, deburring) and automated visual inspection to gas turbine engine parts manufacturers used in aircraft engines.



OUR HISTORY

Recognized internationally as an aerospace specialist and having completed more than 1,100 projects to date, AV&R stands out from the competition by the high levels of precision and repeatability of its robotic systems, levels achieved through the combination of vision and robotics. With our constant investment in R&D, we keep our technological lead in the field year after year.

VALUES

At AV&R, we have a stimulating mission : To humanize robotics

In other words, we want to make robots more human, so they can be easily introduced into manufacturing plants, regardless of their field. The daily actions of AV&R employees are guided by the following ambitions:

- Simplify robot programming so that everyone can program them
- Make intelligent robots so that they react to their environment
- Collaborate with robots to make robots assist humans, not replace them
- Democratize the use of robots to make them accessible to all
- Guarantee security to protect humans in close proximity

The AV & R values are :

- Humans
- Trust
- Passion
- Creativity
- Customer orientation
- Innovation

AV&R is an innovative company. It innovates as much by its products as in its ways of doing things. Transparent in its management and offering an atmosphere of mutual assistance among colleagues, trust is at the heart of its activities. Our employees are humans, passionate. They love what they do. They have confidence, both in their means and in their colleagues, which makes the atmosphere conducive to creativity and innovation. They are client-oriented, are concerned about clients' satisfaction, which drives them to go further, to always do better.

OUR CUSTOMERS

AV&R's customers are the world's leading aircraft engine manufacturers: GE Aviation, Pratt & Whitney, Rolls-Royce and Safran. Manufacturers have several plants around the world in which their engines are manufactured. Each factory can be considered as a potential single customer. For example, we have Pratt & Whitney as a customer, but only some factories. It is therefore important to consider each plant individually as a potential customer. AV&R markets are North America (United States, Canada), Europe (France, United Kingdom, Germany, Italy, etc.) and Asia (Singapore, China, Malaysia, etc.). The majority of customers are anglophone, although all our communications are bilingual.

WHAT WE HAVE ACHIEVED IN THE PAST

The marketing tools used in AV&R strategies are:

- Bilingual website (French and English) : currently under redesign, do not include the website in this mandate. <https://avr-global.com/>
- Technical blog relayed by a newsletter
- Documentation for the sales team : brochures, technical specifications sheets, PowerPoint presentations, demonstration videos
- Social networks : LinkedIn, Twitter, YouTube (for our lead generation strategy) and Facebook, Instagram (mainly for our branding strategy)
- Events: Exhibition at trade shows, speakers in events
- Traditional advertising : not frequently used
- Public relations : used occasionally during major announcements for the company
- Public relations : few public relations actions because our targets are geographically distant. It is therefore difficult to organize, for example, public relations events.
- Participation in company competitions : For example, Mercuriades, Fanuc's Innovation Award. We are doing less competition right now, but we are thinking about the future.

WORK ORGANIZATION

Most of the marketing work is done internally: strategy development, marketing content creation (eg videos), social network management, etc. For larger mandates, such as the new website or redesign of the visual identity, AV&R uses agencies.

ORGANIZATION CHART OF EMPLOYEES

Team involved in marketing at AV&R is composed of :

- Executive Vice President - Sales, Marketing and Customer Service : 1
- Product Development Manager : 1
- Sellers : 4
- Marketing : 3

COMPETITIVE ADVANTAGE

Our technology is unique in the world, it is a niche market. We do not have direct competition. However, our system replaces work that is usually done manually, so we have indirect competition.

MARKETING OBJECTIVES

MANDATE

Develop an awareness campaign (external communication) with our current and potential customers as part of the 25th anniversary of AV&R (2019, official date November 4th).

MARKETING OBJECTIVE

Reaching our targets (prospects and current clients) to strengthen the credibility of AV&R as an expert in robotic finishing on gas turbine parts in aerospace (credibility enhanced by the 25 years of existence).

BUDGET

You have a budget of \$ 35,000.

DEADLINES

The tactics of the strategy put in place must take place in the year 2019, until December 31 in order to respect the anniversary year of AV&R.

ADDITIONAL INFORMATION

Humanizing robotics is more than our slogan, it's our way of thinking. AV&R wants to humanize its external communication by putting forward the human (employees, partners, etc.). Its credibility as an expert, thanks to our knowledge and years of experience, is the goal of awareness of this campaign. Storytelling will be part of our overall marketing strategy.

CONSTRAINTS

The international market of AV&R (Active on 3 continents) and the diversity of its current and potential customers is to be taken into account. Since AV&R is offering an advanced technical product in a niche market, it is necessary to target the interlocutor by his knowledge in the field. The language of the campaign must be English.