

# M #1

Integrated unique  
and creative ideas  
that *excite* and *engage*.

## Why the MTM Agency?

A dependable  
extension to  
your business

PR

Content

Digital

Integrated strategies  
Engagement marketing

Branding

Creative

Digital online/offline

Film

Media communications

Public relations

Welcome to  
The MTM Agency #1

We have one goal: to strengthen the emotional bond between you and your audience, using refreshing creative and effective communication strategies to help transform your business. It's that simple.

50.9119° N /1.3808° E

MTM  
#1  
agency

Integrated and agile.

Why the  
MTM Agency?

Extensive experience

The MTM Agency has worked with numerous businesses, including but not limited to:

- Airbus
- Schlumberger
- Fischer
- INEOS
- INOVYN
- Benning

A unique offer

The MTM Agency is focused on delivering outstanding marketing communications digital solutions and effectively integrating with a range of marketing disciplines, so no element is ever developed in isolation.

Goal-driven

Able to incorporate creative design, digital, marketing, communications, strategy and planning into all strategic thinking to maximise return on investment and achieve the client's goals in the shortest possible timeframe.

Unbiased and independent

Extensive experience delivering a broad range of CMS platforms and application technologies means the MTM Agency will only recommend the solution that is right for your specific needs - not our own.

Excellence

We have a reputation for the highest standard of digital excellence and corporate compliance, our process-driven approach follows a proven delivery framework.

You need  
to evolve,  
**adapt**  
and thrive.

# A dependable extension to your business

A team of strategy planners, dynamic creatives, digital experts, UX and SEO professionals, and content producers at your fingertips.

## Highly agile

We are highly creative and agile, with core project teams, combined with the ability to bring team members together for specific projects.

## No two are the same

We study a company from all angles and develop digital solutions and communication strategies that fulfil its monetary goals, budget and time frame. There is no cookie-cutter approach.

## Reputation for excellence

We have a reputation for the highest standard of digital excellence and corporate compliance.

## Looking to the future

We understand the importance of looking to the future to appreciate how technology is evolving and the impact it will have on communications.



Let us deliver your vision.

# Services

We can ensure that your organisation is highly visible, well positioned and furnished with the opportunities you need to reach your audience and influence their decisions.

## PR and content creation

We create bespoke, creative PR strategies tailored to reach specific audiences and achieve specific goals. Through dynamic and creative storytelling, we can encourage behavioural change and deliver on your objectives.

## Digital

Using creative flair and technical expertise, we design and build digital solutions to provide dynamic and engaging customer interfaces that directly reflect your brand and business.

## Creative

We believe in elegant simplicity – allowing your message to stand out and connect through print, packaging, and digital media and film. We create communications to captivate your audience, bringing them closer to you and your brand.

## Film and animation

Understanding your objectives through 2D, CG, stop motion, graphics and live action filming. MTM is constantly finding ways of exploiting new digital possibilities to create innovative experiences.

## Brand strategy

We dig deep, we challenge, we question and, most importantly, we listen to you and the market. We use this gathered intelligence to devise an effective approach that will cut through the noise and genuinely connect with your audience.

Market  
experience

- Defence
- Geo intelligence
- Oil and gas
- Energy and mining
- Electronics
- Power
- Telecoms
- Maritime
- Shipping
- Chemicals
- Offshore
- Security
- Health and wellbeing



# ROI

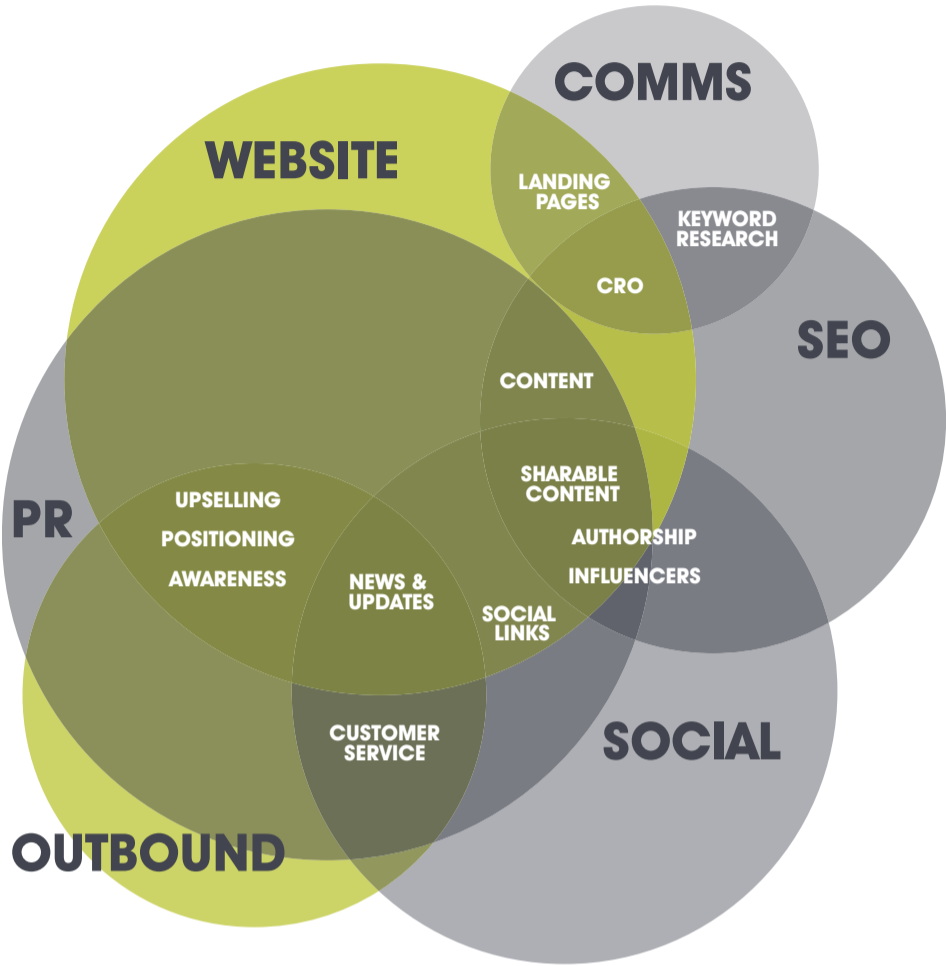
We aim to provide measurable value with everything we do, ensuring we meet or exceed agreed campaign objectives with all our activity.

We also understand that in today’s digital world, it can be difficult to calculate quantitative ROI. That’s why we work with you at the start of every project to agree the measurable objectives, whether that’s site traffic, form completions, column inches, video views or anything else, so you always have confidence that your investment is providing real value.

# The benefits of integrated comms

Integrating communication activity with other marketing initiatives ensures that there is a single unified strategy and visual consistency across the brand.

Your marketing efforts will naturally have different objectives but a unified strategy coordinates them so they work together to support larger goals, drive efficiency, reach a larger audience and maximise your return.



# Our teams

CLIENT SERVICES

GORDON HAWES  
Director

RICHARD BROUGHTON  
Associate Director

ANILA HASNAIN  
Senior Account Manager

CHARLES DAVIES  
Account Executive

RICHARD COOPE  
Digital Strategist

DESIGN

GARETH WHEELER  
Digital Design

ANIL KUMAR  
User Experience Specialist

PAUL BURGESS  
Branding Specialist

KEVIN WRIGHT  
Creative Design

LIZ STONE  
Studio Production

DIGITAL WORKFLOW

ALICE BERRY  
Workflow & Content Strategist

MANISH PARMER  
Digital Coordinator

ANNA NICOL  
Content Executive

MANAGEMENT TEAM

PAUL JONES  
Director

JO HINTON  
Accounts

DAVID STRINGER  
Business Development

DIGITAL DELIVERY

JOHN HYDE  
Digital Manager

ANUP ZAVER  
EPISERVER Digital Specialist

COS ANCA  
Frontend Solutions Architect

SAM WEST  
.NET Solutions Architect

DAVID JANNING  
Frontend Solutions Architect

DAN VANDER MERWE  
EPISERVER Digital Specialist

HASAN NAWAZ  
PHP Solutions Architect

MO BOUDOUDA  
EPISERVER Solutions Architect

EDITORIAL

NIGEL CHARIG  
Technical Writer

RICHARD DONKIN  
News Writer

BRUCE MCMICHAEL  
Oil & Gas Writer

GORDON COPE  
Writer

# Digital delivery management and controls

Project managers conduct a series of ‘pre-flight’ activities for initial stage planning.

Once commercials are in place this switches to a management of the plan utilising a number of project controls.



It’s not enough just to have lots of content. It needs to be engaging, relevant, timely and put to good use.



Airbus Defence and Space.  
These words conjure up images of interstellar exploration, jet-powered rockets, secret intelligence and stealth technology. All things that are undoubtedly a part of Airbus' illustrious heritage. And, with the Defence and Space division's Geo-Intelligence programme, the connection between Airbus and life above earth is stronger than ever.



43.5530° N / 1.4872° E

# NEW identity

Giving a voice  
to Airbus' eyes  
in the sky.

How do we  
cost-effectively  
monitor our  
global assets?



Airbus Defence and Space's Geo-Intelligence product line uses a constellation of advanced satellites to supply customised images and data relating to terrestrial activity all over the world for a number of industries.

The MTM Agency's mission? To position the brand, consolidate its identity and drive brand awareness to new heights within the oil, gas and mining sectors. When Airbus Defence and Space approached us, they knew that their audience had been left confused by previous mergers of former divisions and a number of name changes. They wanted to explain the full extent of Airbus Defence and Space's intelligence capabilities, its experience in the oil and gas industry, and its heritage. Our brief also included a desire to build trust and fortify the relationship between company, its clients and its supporting partners, and to create new opportunities for growth.

Through a fully integrated, co-ordinated campaign that includes print and digital media channels, events and exhibitions, conference graphics, presentation templates and business literature, we created the opportunity for Airbus to be seen and heard in the right places.

We created the  
opportunity for Airbus  
to be seen and heard in  
the right places.



# ASK Airbus!

Our PR strategy involved conveying the full breadth of Airbus products and value added services.

Our creative campaign centred on a simple but compelling message: Ask Airbus.

Visually arresting, the campaign powerfully and unambiguously illustrates the message and its objective – if you have a requirement, just ask.

With a simple dialogue box and the possibility to insert questions relating to any aspect of business, USP or product line, the idea is obvious and owes more than a little to Google. Airbus Geo-Intelligence is built on a wealth of experience and professional knowledge, all just a click or phone call away.

This impression of immediacy provides extra fuel to the perception of action and energy at the heart of the company. And, being flexible, the concept allows a broad range of applications.

Indeed, the brochures continue the theme, with huge vistas and landscapes that let the image take precedence. Because, ultimately, that's what Airbus Geo-Intelligence is about: images.

How do we cost-effectively monitor our global assets?



Investment v. return ratio in excess of 8:1

Reach in excess of 300,000

# Thought Leadership

The lion's share of PR activity has been focused on reaching those with little or no awareness of Airbus Defence and Space.



Our PR strategy involved conveying the full breadth of Airbus products and value-added services, whilst positioning the business and individual members of the intelligence team across all PR activity.

For example, with our experience in copy content, copy-editing and magazine production, we helped Airbus deliver 'Imagine GEO', a market-specific digital and print magazine that articulates the brand messages and explains the benefits of particular products or applications. From technical diagrams to interviews with industry types, it inspires conversation around Airbus Defence and Space projects, creating a dialogue that establishes trust between readers and the company. While its satellites might be far, far away, the company itself seems not so distant.

However, the lion's share of PR activity has been focused on reaching those with little or no awareness of Airbus Defence and Space, and its activity within the oil, gas and mining industries. To rectify this we worked with Airbus' technical team to create a number of unique synopses that were then pitched to key print and digital media outlets around the world.

Magazines and news outlets were categorised and ranked against a set of agreed parameters to maximise the PR's impact and ensure activity was focused on the most important titles. This process was assisted by the MTM Agency's previous experience in the oil and gas industry, and the well-established relationships between the agency and trade media editorial teams.



# Marketing the brand

We let visuals do the  
talking to create a  
memorable connection.

A cornerstone of the Ask Airbus campaign was to provide a broad range of support materials to maximise investment in exhibitions and events.

For example, using the Ask Airbus concept, large-scale graphics (derived from Airbus satellite images) were used as arresting backdrops to exhibitions stands, pinpointing areas on landscapes to show where and how Airbus can offer solutions.

And, in a video for the UK space event, we spin a compelling narrative that takes us from potential climate change catastrophes right through to the role Airbus Defence and Space plays in averting such disasters. With drama and intensity created by the surveillance footage and other emotional visuals, the video expresses the brand message: 'Operating high above us, Airbus' Geo-Intelligence is a key component in safeguarding our world'. The video draws people in by profiting from our visceral reaction to aerial imagery – seduced by the sensation of flying, as well as the urgency created by the countdown clock, we are gripped.

This sense of a meticulous operation being conducted before our very eyes creates an immediacy that suggests the freshness of the data being captured, and the experience and know-how of the company doing so.

Finally, as websites are the launch pads for nearly all brands, we created a dedicated Airbus Defence and Space website ([www.airbusds-ogm.com](http://www.airbusds-ogm.com)) specifically for the oil, gas and mining product line. With vibrant, dramatic imagery, dynamically-rendered clouds flitting across the screen, and the sound of wind currents, we have created a visual and auditory experience that stimulates satellite surveillance, allowing you to hover above the clouds and observe the work of Airbus Geo-Intelligence.

Demonstrating the life cycle of a potential project and the part Airbus can play at each stage, we construct a narrative that explains the solutions Airbus offers. In terms of writing, the site is short and concise; and, imagery excellence being the heart of Airbus DS, the visuals are allowed to steal the show. But there is also video content, product and service pages, a contact form, and a map that can be filtered according to location. And all of this is a manageable size, easy to access and beautifully optimised on any device.

And so the new identity of Airbus Defence and Space is sent into orbit. Taking the universal fascination and exhilaration inspired by space, we have created an experience that produces an instinctual thrill around the organisation. To assert its role as the go-to company for the freshest imagery and accurate satellite data, we have let visuals do the talking, creating a memorable connection between Airbus Defence and Space and visual perfection that doesn't need explaining.

A far cry from the PDF page-turners of old, its lush content-rich pages generate discussion and brand awareness.

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# INCH Magazine

Say goodbye to PDF magazines

THE CHANGING  
FACE OF  
TECHNOLOGY

The dawning of the digital era brought with it an immense wave of change. One area to see a massive shift was our relationship with content and how and where we digest it. The number of people snuggling into an armchair with an oversized copy of The Times is undeniably on the wane. But people are still reading. All the time.

Words are fundamental to human expression and communication, and words or content are an essential cog in the marketing machine. And in this bid to reach out and engage with an audience, online magazines materialised as a powerful instrument for driving a positive connection with a brand.

The online world may have changed life as we know it but at heart we all remain the same: social creatures who want to connect. And a corporate magazine should be exactly that: creating and growing a real connection with your audience. It is not a brochure thrusting products and services or pushing sales. It is a conversation. Using compelling articles and appealing imagery, an effective brand magazine interacts with the reader. Powerful content will engage, entertain, excite and enlighten while simultaneously allowing the business to express a more personal voice. Building a stronger brand image and reputation continues to be a driver but subjects of interest create an affinity, a mutually beneficial relationship between business and reader as they absorb the company messages and enjoy doing so.

We created INCH magazine website for INEOS in order to build this affinity. To reveal the voice of the people behind the brand. We wanted a platform that was way ahead of a simple digital page turner, a platform that would be at home on any global media title so that users would enjoy the experience of using the site as much as the content itself. Through arresting visuals and the written word, INEOS is able to show the breadth of its operation, stepping out of the shadows of supply-exchange customer relationships into dialogue and discussion. For example, a sports edition shows how INEOS chemicals are used in sports equipment. This highlights the company's reach into all areas of our lives as well as conveying INEOS' internal culture of sport, health, and fitness.

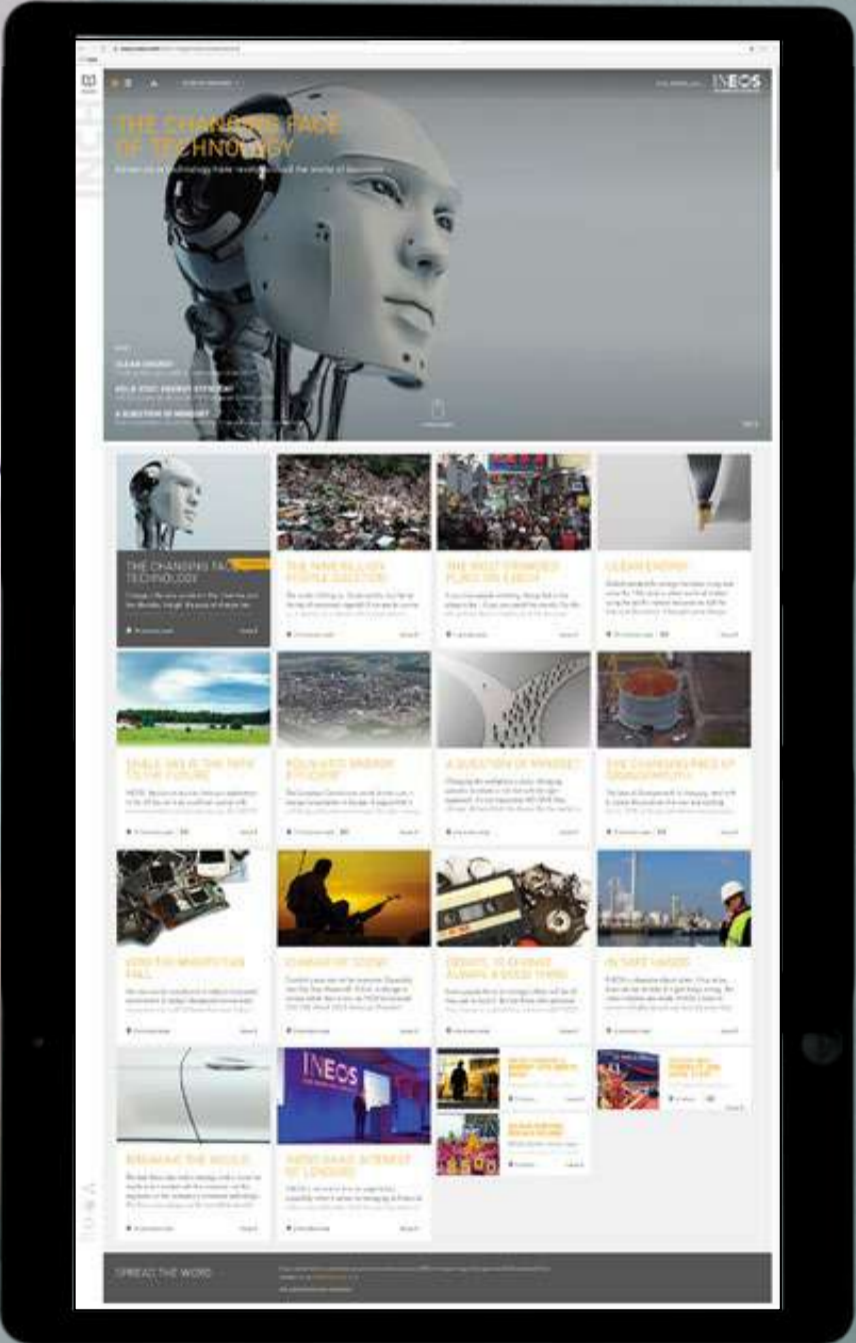
# Brand Awareness

The magazine doesn't reside in isolation but works in collaboration with the rest of the main corporate site.



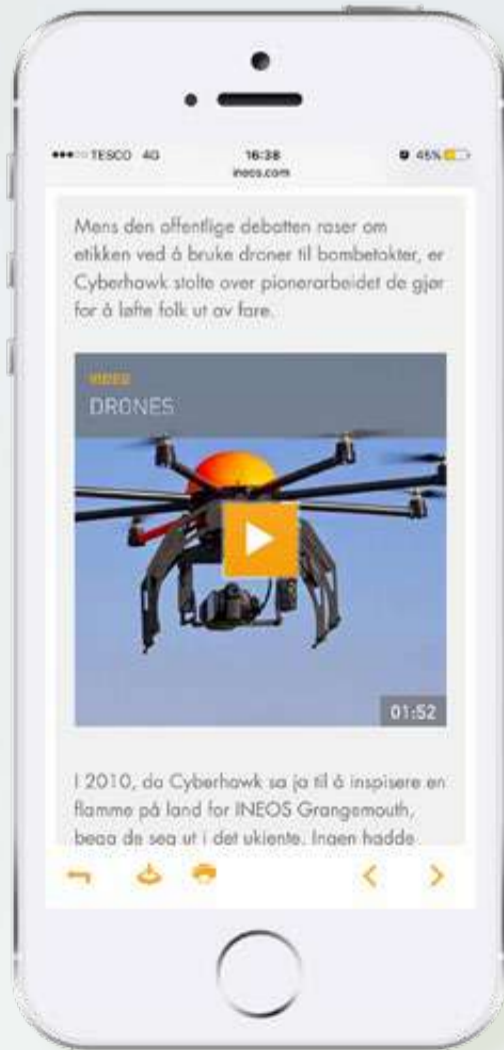
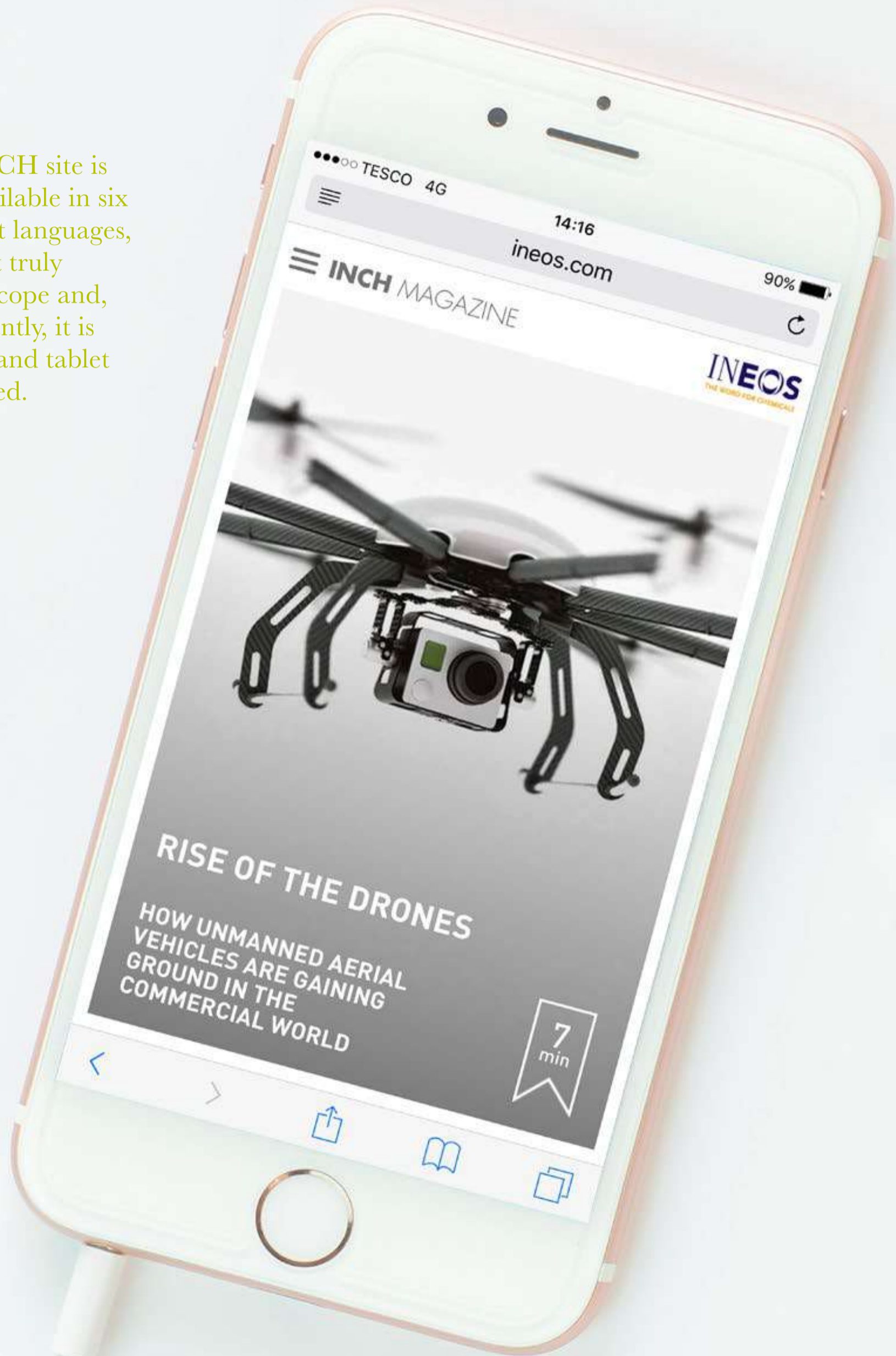
With the new INCH website, design works in tandem with words to captivate the reader visually.

Moving away from the traditional PDF format and page-turning brochures, we put the content into pages incorporated into the website that are more enjoyable and easier to peruse. The magazine can be accessed from anywhere on the INEOS site, while articles within the magazine refer back to other site content. Integrated in this way, the magazine doesn't work in isolation but in collaboration with the rest of the main corporate site. Multiple issues are available simultaneously and work together, with links to similar articles appearing where relevant. In this way, previous content is not neglected and forgotten; it becomes current again.



EPISERVER

The INCH site is also available in six different languages, giving it truly global scope and, importantly, it is mobile and tablet optimised.



The searchable, relevant and rich content has multiple SEO advantages. SEO was one of the drivers for the new site. We saw from INEOS' analytics that Google was driving traffic to articles on the main site but not to INCH. This was the information we needed to be able to justify creating a brand new presence for INCH, a site where all the content was visible to search engines and far easier for a new user to stumble upon.

The INCH site is also available in six different languages, giving it truly global scope, and importantly it is mobile and tablet optimised – essential at a time when increased readership of digital magazines is linked to the rise in tablet ownership and mobile usage. And finally, it just looks really, really nice.

It's not just us who think so. Readers agree. Page views of INCH have increased dramatically. In waving goodbye to the page-turner magazines of the past, reading transforms from a one-way monologue to a two-way dialogue: a conversation between INEOS and its audience.

Over 3.5 million people in the UK have experienced infertility-related issues, which can cause misery without the right support and advice – making Fertility Network, the work it does and how it communicates with its audience incredibly important.

Everyone agreed smiling stock photography was to be avoided but that the imagery needed to reflect natural situations and relationships, with real-looking people used to build an emotional connection with the site’s audience.



52.5096° N / 13.3759° E

# Fertility Network UK

A site built on understanding

Launched in October 2016, the new Fertility Network website has been developed to be the charity’s central communication platform, offering essential resources to meet the specific needs of the charity’s varied audience, as well as driving donations to help support their activities.

From the project’s outset, understanding the requirements of each of the specific user groups, plus positioning and promoting the newly updated Fertility Network (FN) brand, were two of the key deliverables. Equally important was our approach to engaging with FN’s audience; what we said and how we delivered content to ensure it was seen by the most relevant users.

## Discovery

The project began with a comprehensive review of the website as it stood, auditing the content and resources, and using the site’s analytic data to identify how it was being used and by whom. This gave us a clear understanding of what was working well and what wasn’t.

With an accurate understanding of historical performance, we set about running a series of workshops with the FN team to define likely scenarios/user objectives and creating example audience personas and goal-oriented visitor flows, which would form the site’s structure and began to define the user’s preferred journey around the site.

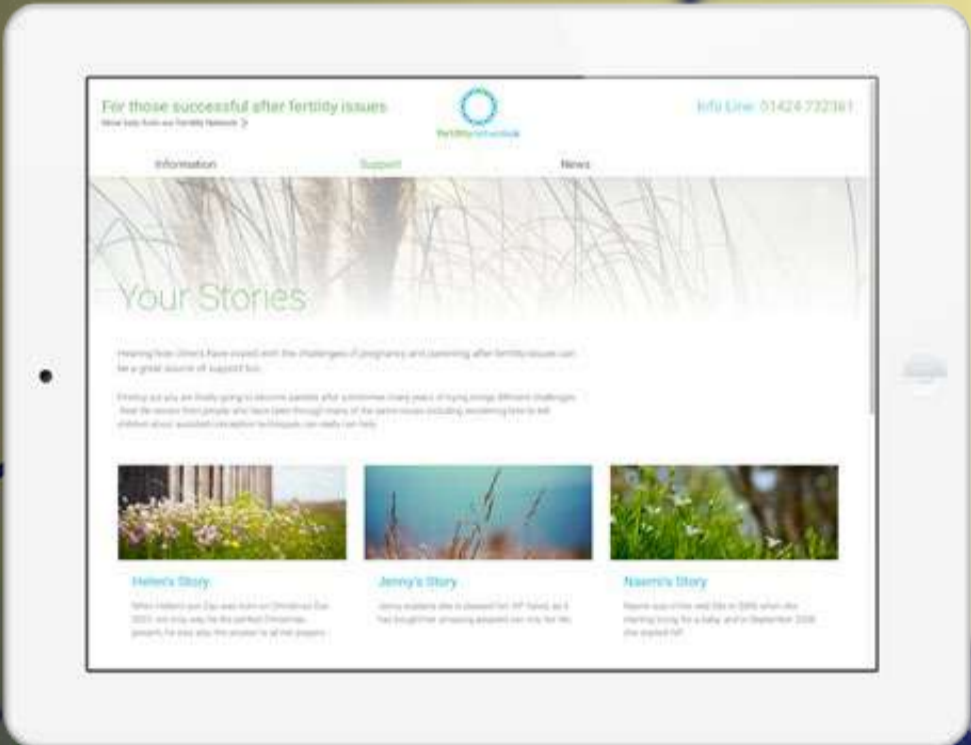
## Information architecture

The collective results of our review process enabled the new site architecture and content taxonomies to be established, with each audience segment requiring their own bespoke sitemap and suggested journey based on their specific content needs.

We spent a lot of time working with FN on the site’s information architecture and, particularly, the labelling and priority of different content sections and categorisation. For example, we simplified the main navigation to promote specific user journeys and ensured that the two principal organisational objectives – their newsletter and opportunities to donate – were well signposted.

# User interface design

The look and feel of the site needed to reflect Fertility Network’s new brand – clean and simple with a limited colour palette.



We felt it was important that the website’s design was equally simple and clear, using flat colours and well-spaced typography to allow the content and messages to stand out. The site’s use of imagery is also key to providing warmth and to balance the dominance of white within the design.

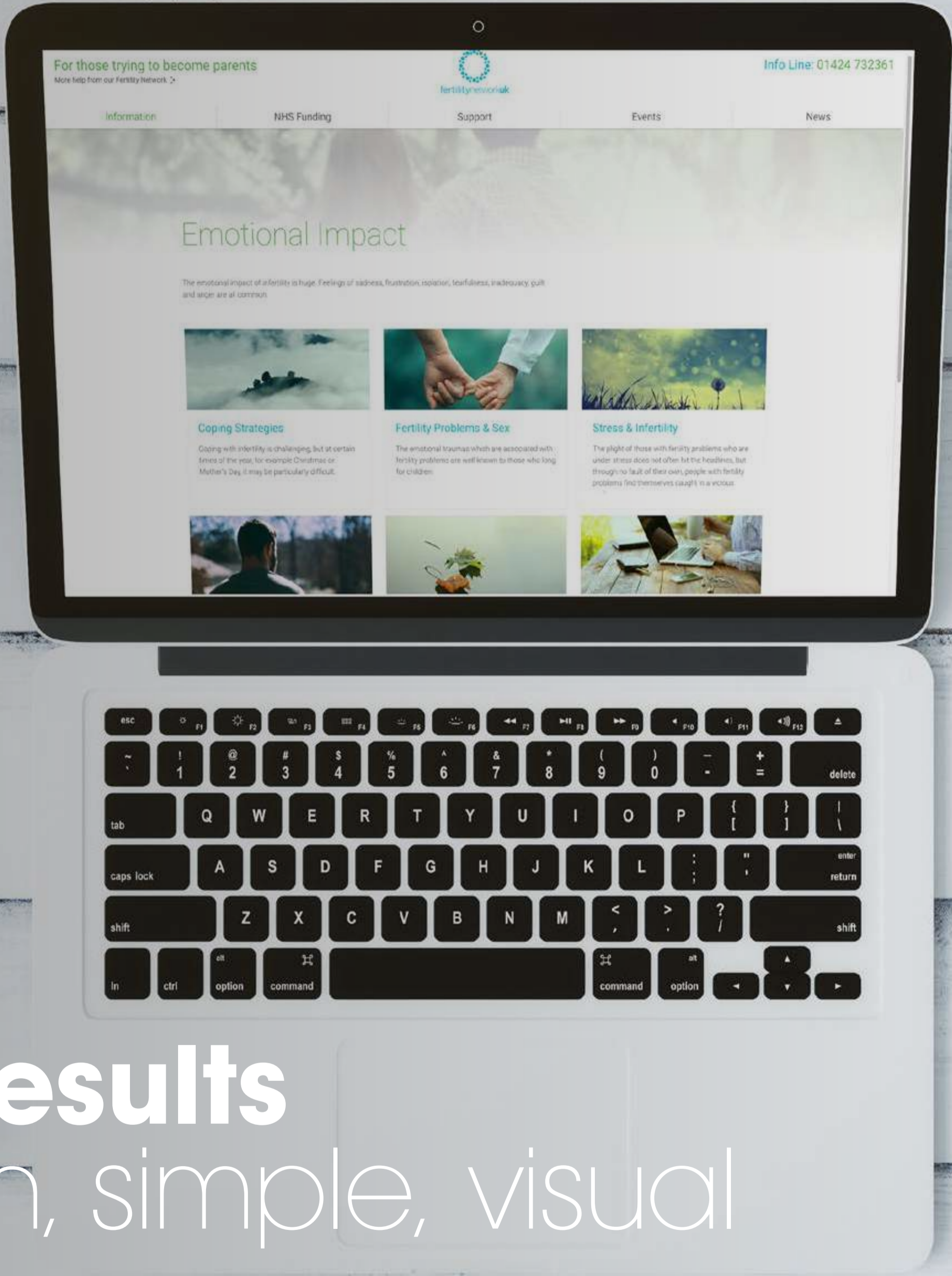
The workshops we conducted earlier in the process highlighted the importance of starting the user on the right journey for their requirements. When the user visits the site, they are greeted with a large positioning statement and a pulsing call to action (CTA) asking: “How can we help”. There are no other menus to choose from so the user has a single choice – click or scroll. When the user selects the CTA, a large modal window appears with statements that cover each of the five agreed audience groups. The user can then decide which section reflects their personal situation, with their selection taking them to that specific area of the site.

Beneath the call to action is a series of stories from people who the charity has helped, these exist to increase the perceived trustworthiness of the charity among site visitors, and give visitors someone to relate to, pushing the ‘network’ side of the charity. This area is also used for time sensitive campaigns and social media to further enhance engagement both within the website and through other channels.

Using three core layouts (article, grid and list), the site templates can be repurposed to fit a wide gamut of content, so over the extended lifespan of the site, new content types can be created by the Fertility Network team in seconds, with no need for new development costs.

Because you can never anticipate every future requirement, flexible content areas have also been included to the left and bottom of the main content on many pages. Side content is currently used to add extra information and context to the main content, without disturbing the user’s flow. However, in the future, this area can be used for a wide variety of content such as links, videos and adverts. The same content types can be used in the bottom areas, but the primary objective of these areas is to encourage the user to continue their journey, accessing other areas of the site.





The finished site has received fantastic feedback from members of the Fertility Network team.

The results  
Clean, simple, visual

Easy to navigate!!

“With little internal IT expertise, it was extremely important for Fertility Network UK to have sound advice from a company that we could trust. The MTM Agency took the time to read the brief we produced, discuss our objectives, and thoroughly research the charity, as well as the subject matter, to ensure that all our key objectives were met. The whole team supported us throughout the process and were passionate about designing and developing a website we could be proud of. The end result is a fantastic new site that goes above and beyond our expectations.”

Managing Director of Fertility Network UK



What comes first, site or content? This is no ‘chicken or egg’ philosophical riddle. The answer is simple: content. A horse pulling an empty cart serves no purpose. A well-designed website may look good but if it doesn’t provide any useful information it is just an empty vessel.

51.5077° N /0.1258° W

# Braemar Shipping

Blazing an online trail for this industry front runner

For Braemar, a major shipping industry knowledge provider, answers must be easy to find or questions will stop being asked.

At the MTM Agency, content – the information that needs to be communicated – and the target audience is where we start. For Braemar – a leading global provider of shipping, marine, energy, offshore and insurance services – it was about positioning the brand, explaining the broad offer across the group and providing an opportunity for the user to make contact with a relevant individual.

The site needed to speak to a varied audience, from investors to the media, and from employees to current and potential customers. So we crafted a brand platform that was modern, visually appealing and universally accessible in order to convey Braemar as a trusted global brand. Equally, when targeting to specific stakeholder groups, the site also communicates detailed information at an individual level, allowing each user to feel valued as they are directed to the pages most relevant to their needs.

Although referencing seven distinct businesses within the group, each with its own brand identity, the site needed to appear unified and coherent, and reflect each organisation’s position. Each business required its own profile, an explanation of its offer and its role within the group. The MTM Agency has created a site that allows each business to maintain this independence without a sense of rupture: each business may have a different role but they are all playing for the same team.



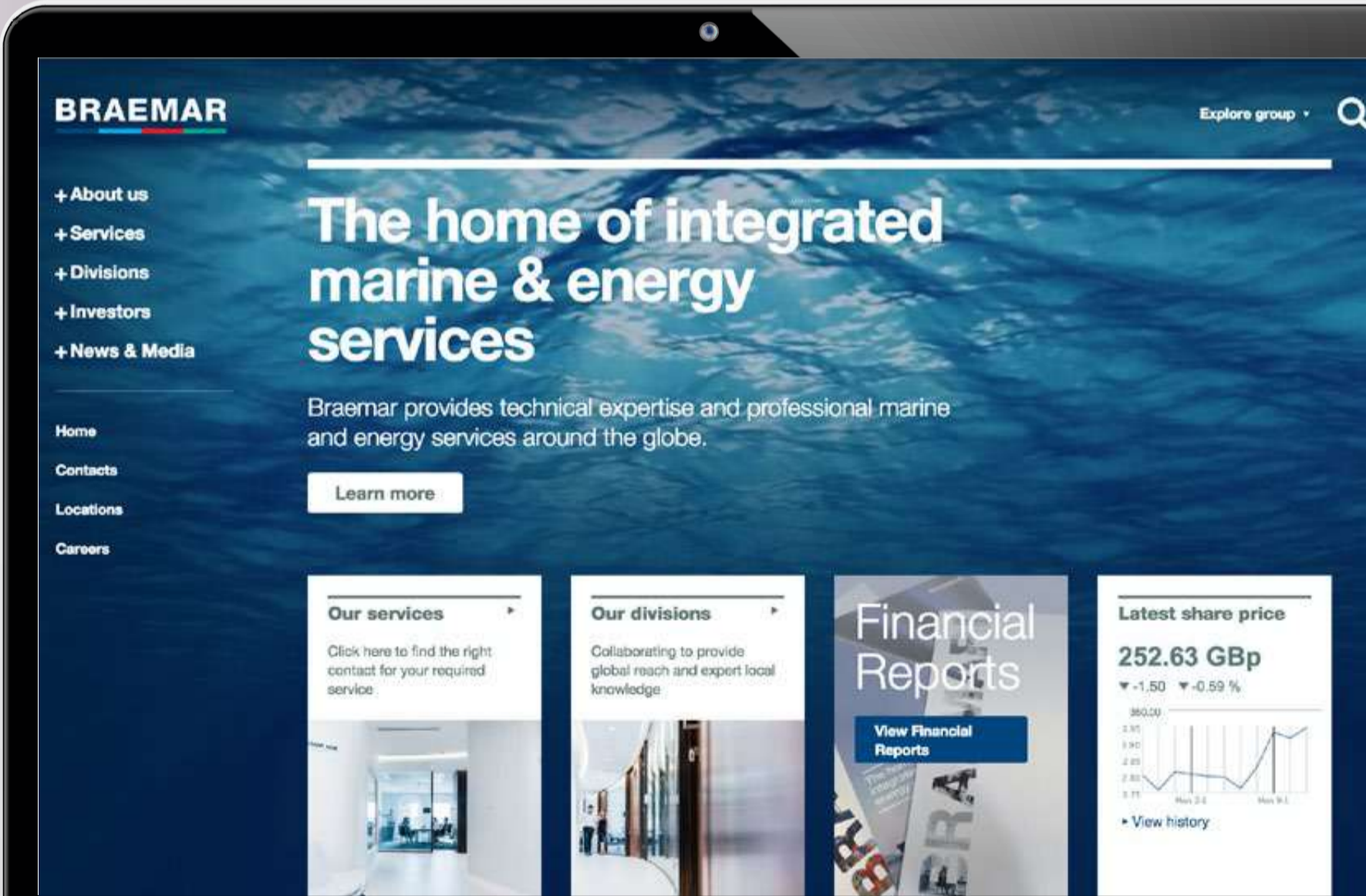
# A modern streamlined fully responsive website

Any website should supply answers and the nature of Braemar business means that its customers are often dealing with urgent and complex issues, so answers need to be supplied with urgency.

The website has to direct visitors quickly and easily to either the required information or a relevant contact. Their journey has to be intuitive, fast and without error. We therefore designed an interface that was clear, concise and fail-safe, directing users to their desired destination without confusion.

Braemar's reputation as a knowledge provider is further fortified by a site that also establishes itself as a vital tool, filled with valuable information for Braemar's audience. A filterable service finder demonstrates the group's breadth and enables users to quickly locate required information and the relevant business. A company-wide contact and separate office directory provides other routes to reaching the user's goals, with information that can be filtered according to business and location.

For an organisation with its eye on the horizon, the website needs to be able to grow alongside the company. The MTM Agency has incorporated capacity for growth into the design: its flexible layout means the site can evolve over time without issue.



# BRAEMAR

The MTM Agency has incorporated capacity for growth into the design: its flexible layout means the site can evolve over time.



“Modern, streamlined, fully responsive and consistent over different platforms, the new site does justice to Braemar’s position as a key industry contender. But it is not just an enjoyable digital experience, it is a resource, providing answers to questions no matter who is doing the asking.”

Richard Broughton, MTM Agency Director.

Since the launch of Braemar.com, six of the seven Braemar businesses have chosen to work with the MTM Agency on updating their websites. Starting with Cory Brothers ([www.corybrothers.com](http://www.corybrothers.com)), we were able to update and reuse HTML templates developed for Braemar.com for the other sites, massively reducing the cost to each business and creating a sense of brand consistency across all the Braemar businesses, whilst still respecting each business’ own look and feel. Once complete and launched, the full list of MTM-developed Braemar businesses sites will include:

- Braemar.com
- Braemaryachtservices.com
- BraemarSA.com
- Corybrothers.com
- Braemaroffshore.com
- Braemaradjusting.com
- BraemarHowells.co.uk

200% increase in visitor traffic

51.4997° N / 0.1619° W

# INOVYN

Positioning for  
the future

Following a 50-50 joint venture between INEOS and Belgium-based chemical specialist, Solvay, INOVYN was formed and immediately became Europe’s largest player within the chlorine and vinyls market, with annual sales in excess of €3.5 billion.

As a brand new business, the most important requirements for the site were to effectively present INOVYN’s new identity, explain the business offer and differentiate it from its well-established parents. The site also had to work as a platform from which to sell by effectively communicating INOVYN’s varied product range and revised business practices to all stakeholders.

The new site needed to be highly accessible and fully responsive but, in particular, INOVYN’s management team stressed the importance of offering visitors a highly engaging user experience with a simple and easy to understand navigation structure that worked across all devices and browsers. The MTM Agency developed the site using the chosen CMS, EPiServer. EPiServer is an enterprise-level content-management system offering almost limitless potential to rapidly develop and deploy bespoke functionality, with the added benefit of a high degree of internal oversight, scheduling and versioning control. These attributes were felt to offer INOVYN the best opportunity to meet its objectives and provide the framework to expand in the future.

A highly engaging user experience with a simple and easy to understand navigation structure.



“The MTM Agency came to our attention after its team developed INEOS.com, so we knew they already had a strong understanding of our business and our audience. From our first meeting it was clear they were our preferred choice for the project; they fully understood our requirements and shortly after our first meeting presented us with a design concept that challenged our expectations but didn’t alienate any segment of our varied global audience.

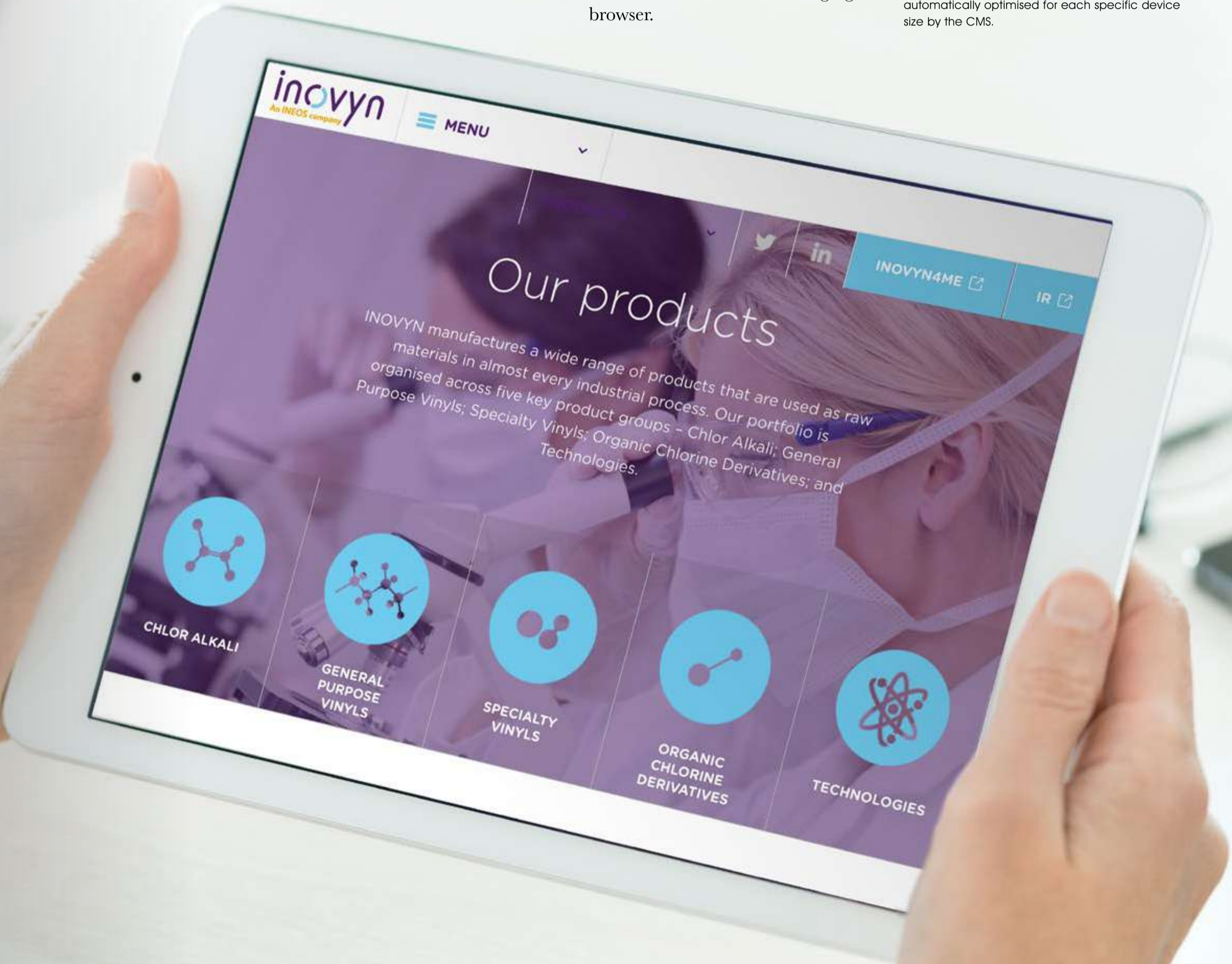
The team’s agile approach ensured they delivered what was promised and deadlines were consistently met. Throughout the project, the team kept the focus on our customers’ needs and delivering a journey that users would find easy and enjoyable. At every step we felt that our project was in good hands and that the experience, knowledge and enthusiasm of the team showed in the finished result.”

Group Communications Manager for INOVYN.

After assessing the analytics for both INEOS and Solvay’s existing websites, it was decided collectively that the new website needed to have backwards compatibility down to Internet Explorer 7 (IE7) due to the disproportionately large numbers of visitors who still used the aging browser.

In response, The MTM Agency utilised a ‘progressive enhancement’ approach that involved regressing elements of the design to accommodate the limitations of each historic browser. At the heart of every development decision was the MTM Agency’s responsibility to cultivate a positive experience for all site users. This involved a number of benchmark standards being followed, such as guaranteeing that all site code is clean and minified wherever possible, and that all images are automatically optimised for each specific device size by the CMS.

Bespoke features, designed to assist INOVYN in reaching its central objectives, included an interactive map, bespoke product selector with filtered contacts, and highly flexible page templates that can accommodate new content elements being added in the future without additional development work – minimising operating costs for the site’s owners.



46.4594° N /6.3288° E

# INEOS

# Upstream

# App 7.5



Losing network availability is an annoyance synonymous with twenty-first century life. But offline apps can survive periods without access to the cloud – that’s what they’re designed to do.

In this day and age, everything is moving online. But we all know that the best innovations swim against the current. And the INEOS Upstream app does just that. It takes things offline.

The problem with many apps is that they require uninterrupted connectivity. Losing network availability is an annoyance synonymous with twenty-first century life. But offline apps can survive periods without access to the cloud – that’s what they’re designed to do. They allow you to weather the storm of lost network availability, whether it’s when passing through a tunnel or working in remote locations.

For INEOS, it was the latter. Part of their communications strategy in Scotland involved hands-on, face-to-face contact with communities and councils. Using precise and in-depth information, they would be able to give clear, accurate explanations using evidence, facts and figures.

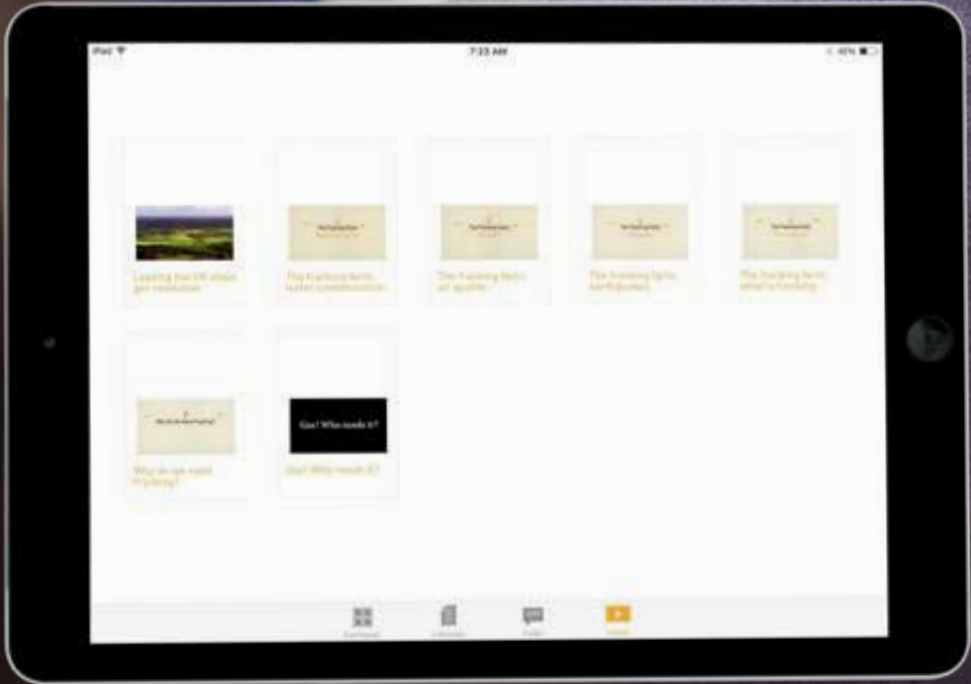
How to stay  
afloat without  
internet access?

The flaw in the plan was the serious lack of fast internet connection in some of the locations INEOS intended to visit. The MTM-produced Upstream app offered a life raft.

The app takes web-based information and syncs it directly to an iPad, so the information can be presented while offline without issue. All that's necessary is a quick update when back within connectivity range to get the latest information.

By avoiding excessive numbers of files and the need to re-download everything each time, the Upstream application offers a quick, efficient means of presenting information regardless of location or connectivity.

Essentially, the Upstream app means INEOS was able to take six iPads into the village hall of a community without 3G or 4G coverage and compellingly demonstrate their argument without any technological handicaps.

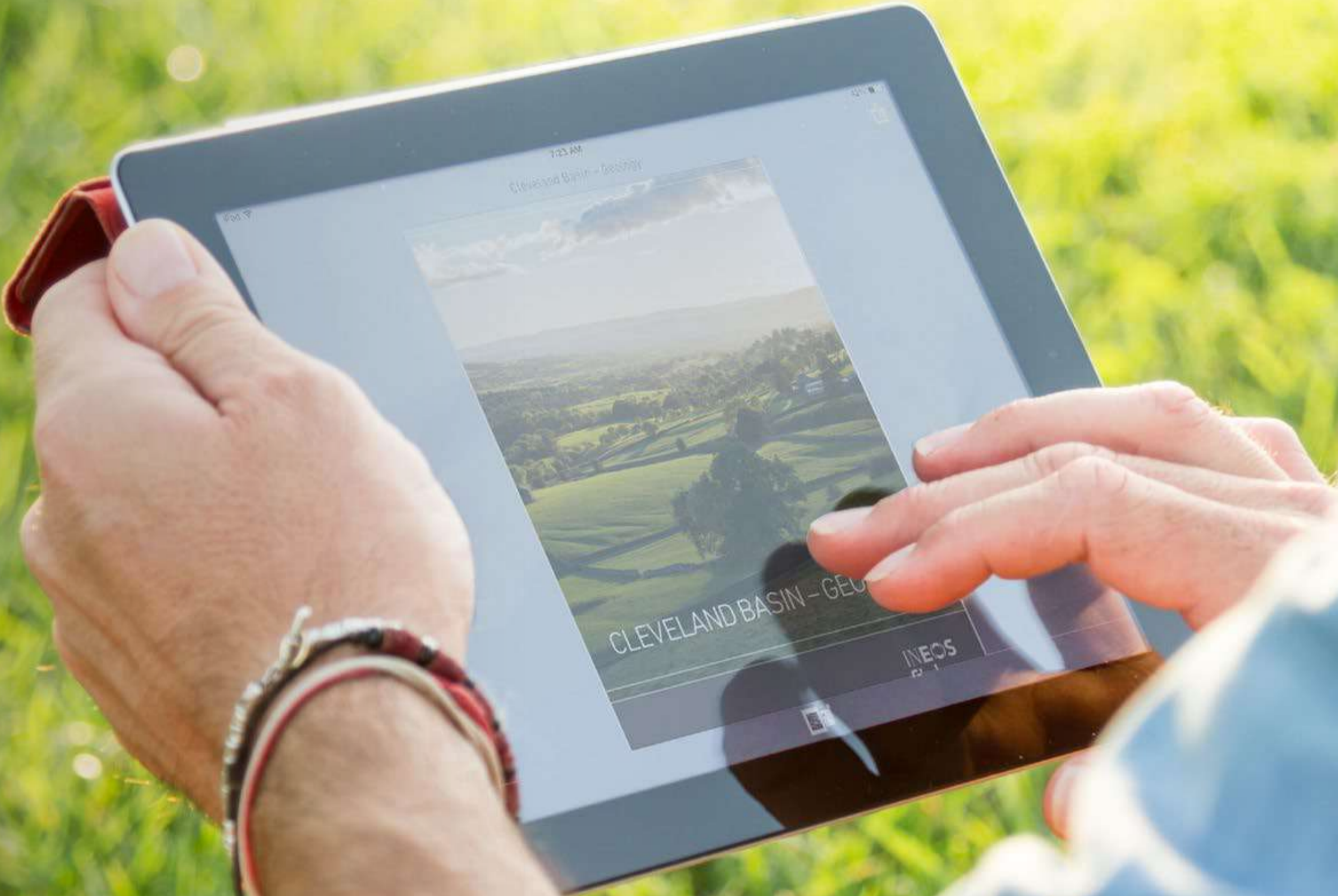
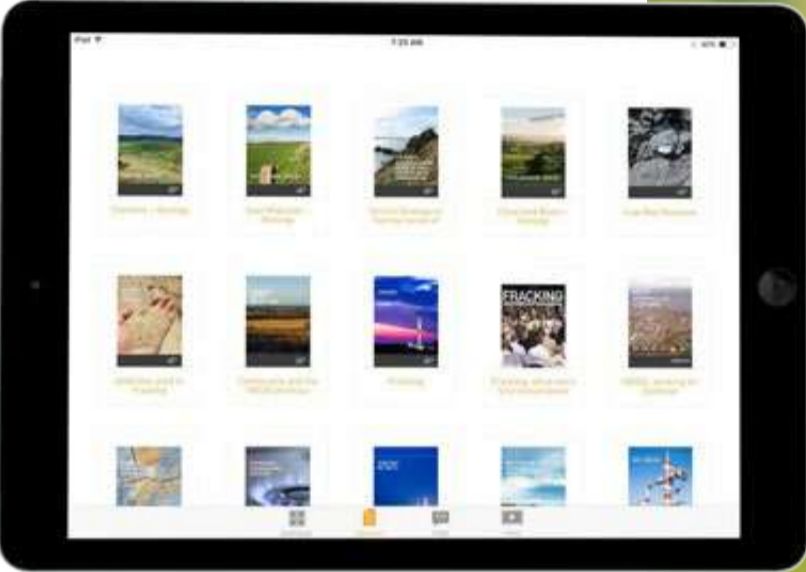


The Upstream app enabled INEOS to take six iPads into a community village hall, without 3G or 4G coverage, and compellingly demonstrate their argument without any technological handicaps.



Such apps allow the mobility that ‘mobile’ technology implies in its very name. The MTM Agency can offer this technology for anyone whose business takes them to internet-less locations, even if it is hard to believe such places still exist.

The MTM Agency can offer ‘mobile’ technology for anyone whose business takes them to internet-less locations, even if it is hard to believe such places still exist.



# Benning

## Clarity is essential to an effective online strategy

In business today, online is where it all happens. Hence the importance of a new UK website for Benning. A site focused on encouraging people to get involved.

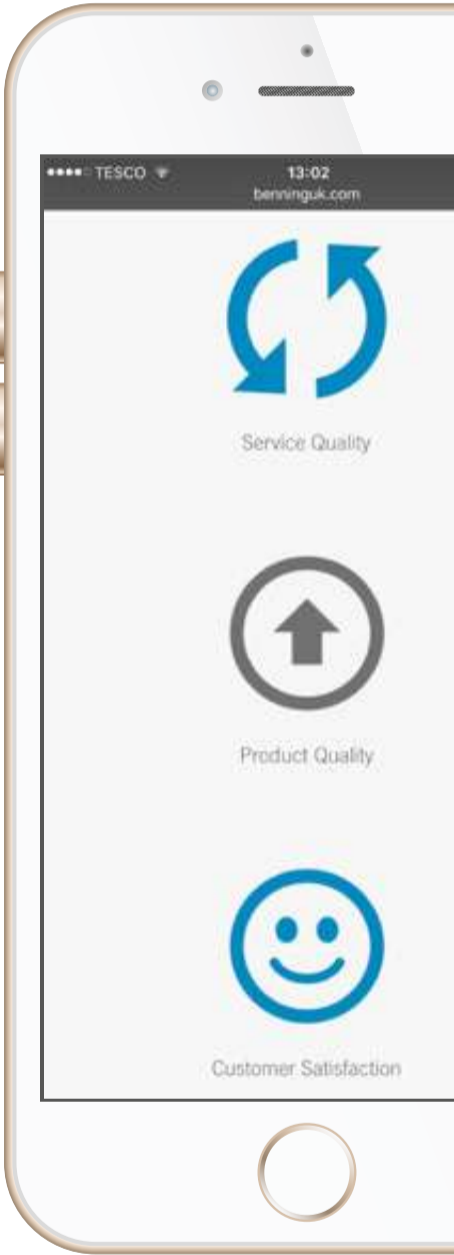
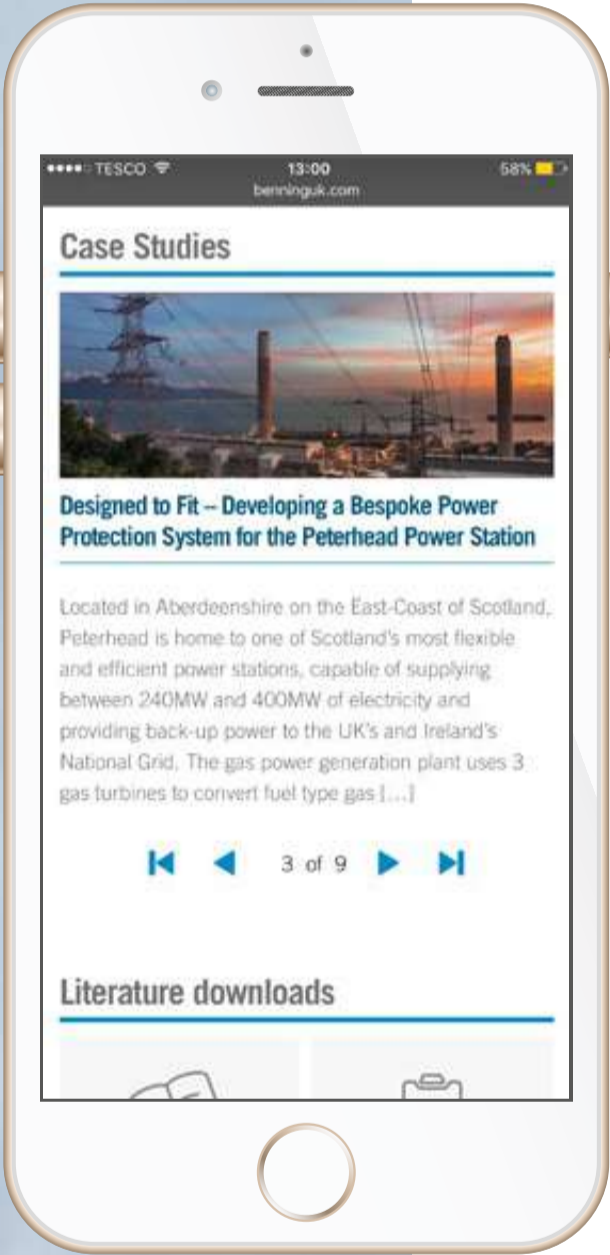
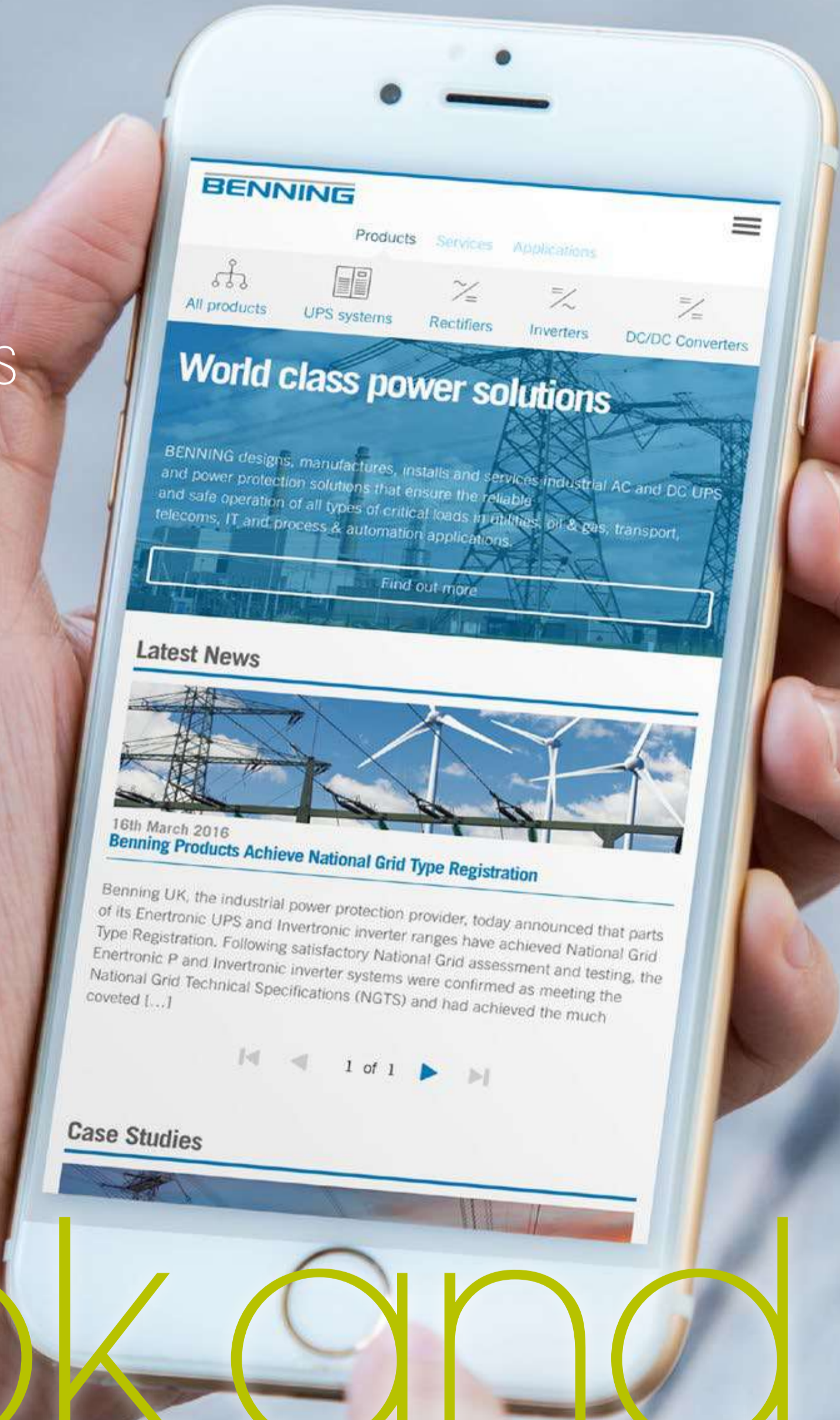
Within seconds of arriving at a site, people need to understand what the brand does and how it is relevant to the user. The new Benning site leaves you in no doubt: world-class power solutions.

With the self-assurance of a successful global enterprise, the necessary information is on clear display. The products are effortless to locate, while – given the primary purpose of the site is to generate leads – contact information is available on every page. The sleek and simple navigation means visitors miss nothing – a hitch-free functionality that reflects the engineering excellence at the basis of Benning’s reputation. It is possible to download the latest product documentation and fill in contact forms painlessly but, more than just a brochure site, you can also find updated case studies – and the chance to add comment also regularly refreshes content.



Sleek and simple navigation means visitors miss nothing.

The tight, perfectly devised structure of the site adds to the general aura of poise, competence and efficiency that surrounds this brand. The sleek, unostentatious design suggests its quiet self-confidence and outstanding professional experience, and also hints at the global corporation behind it.



look and feel





# mtm|agency

More than an agency,  
we are your agile business  
partner offering:

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Sony Center, Potsdamer Platz,  
Kemperplatz 1, Building A,  
10785, Berlin, Germany  
T 44 (0)23 8021 5399  
[info@themtmagency.com](mailto:info@themtmagency.com)  
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