

## Power Quality Campaign

**Client:** LEM Instruments

**Objective:** Increase awareness of power quality issues across Europe and position LEM as the leader in power quality measurement, helping to make the division an attractive acquisition target.

**Activities:** A comprehensive PR programme was developed, covering seven European countries, with extensive editor outreach. Press meetings and conferences were held in the UK, Germany and France. A programme of product press releases was produced with 20 contributed articles placements in one year.

**Results:** LEM Instruments extended its leadership in the market, despite significant competition activity. Ultimately the main competitor, Fluke agreed to purchase LEM Instruments from the LEM group, achieving LEM's ultimate objective of divesting the business.