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## Blighter radar Launch - Plextek

### The client

Plextek is one of the largest independent electronics and communications design facilities in Europe. It provides innovative design of complex communication systems and devices for a wide range of companies in the telecoms, automotive, medical and defence sectors, and also undertakes supply of the finished products. Plextek's business services include strategic consulting, product and concept design, introduction to manufacture and full contract manufacturing.

In 2003 Plextek decided to capitalise on its extensive defence electronics experience and internally funded a product development exclusively for the security market - Blighter.

### The objective

Launch the Blighter radar to the defence and security press and raise awareness of the product's unique differentiators and potential applications.

### The strategy

EML has worked with Plextek since 2004. Throughout this period it has promoted the company's core design, consultancy and supply services within the UK and Europe electronics design press and helped Plextek to 'punch above its weight'. However, with the development of Blighter EML needed to implement a different strategy to help Plextek target a very different audience, and one where it was largely unknown.

EML has helped build up Blighter's credibility with a steady stream of announcements on customer trials, products demonstrations and updates on Blighter's evolution, culminating in the launch of a production standard version of Blighter at the Farnborough International Air Show. EML has also authored a series of technical articles discussing the application of Blighter in various homeland and border security applications, and helped enter and get Blighter shortlisted for various industry accolades including The Defence Technology Exchange Innovation Awards.

### The results

Blighter announcements achieve regular coverage in tier 1 magazines including Jane's International Defence Review, Military & Aerospace



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Electronics, Secure Times, Professional Security, Military Technology and Battlespace.

The combination of EML's PR support and Plextek's wider sales and marketing efforts has resulted in Blighter being trialled by all the major global security and defence OEMs and being included in tenders for significant border control projects.

### Testimonial

Marcoms Manager at Plextek, Johanna Hughes said of EML, "EML has played a key role in helping build the credibility and awareness of the Blighter radar in the defence and security press. She went on to comment, "They have helped us to extend

our campaign into an entirely new market and target a new area of the press with a lot of professionalism."