

# Manufacturing & Industrials



## WHEN A GREAT PRODUCT ISN'T ENOUGH

The reality facing manufacturing and industrial companies presents unique challenges. Organizations continue to face pressure to be more sustainable – and increase operational efficiency and output while keeping costs down. They must enter into more flexible relationships with their workforces, all while improving profitability and combating perception issues that may no longer hold true. In addition, they must operate under three demanding lenses: greater oversight by regulators and NGOs, a 24-hour news cycle, and social media activism.

However, the reality also presents great opportunities. Making up about one-third of the global economy, manufacturing and industrial organizations are at the forefront of innovation.

And this is where communications plays a role, whether it's about advancing design, branding previously commoditized products, or creating new nano materials. Communications also is an essential function for developing new markets, promoting products, managing and strengthening reputation, and securing and protecting an organization's social license to operate.

Our team understands these expectations and has worked with companies of all sizes to navigate them. With counselors from diverse backgrounds across nearly every industry within the manufacturing and industrial sector, we can help companies communicate complex situations in a strategic and thoughtful manner across a multitude of environments.

## HOW IT WORKS

*Our global network of specialists works together closely, but we also work closely with our practices to deliver the diverse communications counsel today's manufacturing and industrial organizations need. So in addition to providing support in the areas of brand marketing, crisis communications, reputation management, digital and social, research, media relations, public affairs, and strategic integration, our team specializes in:*

### *Environmental & Safety Issues Management*

When it's time to tell your story regarding the environment or safety, our specialists deliver a single, coordinated communications strategy, together with country-specific implementation plans.

### *Recruiting*

In addition to connecting with the diverse audiences that manufacturing and industrial companies need to reach, from media to analysts, investors to employees, our team helps companies position themselves as an employer of choice.

### *Regulation*

Regulation has become more onerous, so we can help organizations navigate new demands for transparency, corporate responsibility and supply chain oversight.

### OUR VERTICALS

*Aerospace*  
*Automotive*  
*Construction*  
*Industrial equipment*  
*Mining and natural resources*  
*Shipping and logistics*  
*Transportation*



**CONTACT**

For more information about FleishmanHillard's manufacturing and industrials expertise, please visit [fleishmanhillard.com/manufacturing-industrials](http://fleishmanhillard.com/manufacturing-industrials).