

# CASE STUDY



## Training Provider Gears up its Marketing with Horizonworks

When Washington-based training provider, Seta, needed to rebrand and raise its profile, it turned to strategic marketing company and NEAA member Horizonworks for support.



"We've been delighted to support Seta in reaching more young people and employers, and promoting its training capabilities. Seta provides a launch-pad for careers in a wide range of disciplines, as well as helping to up-skill and cross-skill the region's workforces."

**Samantha Davidson / Managing Director / Horizonworks**



"Horizonworks were recommended to me by a third party, and I would have no hesitation in recommending them to others. Initially, they listened carefully to what we wanted; showed a good understanding of our sector, and translated the brief into a series of deliverables that we were extremely pleased with."

**Robin Lockwood / Chief Executive / Seta**

### Background

As an established training provider which works with major companies such as Gestamp, Nissan and Calsonic Kansei, Seta felt its brand and marketing presence was outdated and didn't fully convey its experience and depth of training capabilities.

Seta approached strategic marketing company Horizonworks to help create a new brand and website that would appeal to its target audiences of prospective apprentices, employers and potential course delegates.

Horizonworks has substantial experience in strategic marketing for the engineering and manufacturing sectors, with clients including NEAA members Tomlinson Hall and Hyperdrive Innovation.

### Approach and Solution

Horizonworks developed a range of key messages for Seta, which are now utilised across its marketing activities, and created a fresh new brand and visual style designed to appeal to the organisation's target audiences, based around the strapline 'shaping workforces, engineering the future'.

Newcastle-based Horizonworks also designed a new website for Seta, implementing the new brand and visual style.

To ensure Seta connected with target audiences, a large focus was placed on case studies featuring employers, apprentices and former apprentices – this was accompanied by striking photography, banner stands, brochures and additional marketing materials.



### Outcome and Advantage

- Due to the success of the new brand and website, Horizonworks was commissioned to act as the full service marketing division for Seta.

#### About Seta

Not-for-profit Group Training Association, Seta, was established over 40 years ago to service the needs of engineering businesses. A registered charity, Seta has a strong track record of delivering apprenticeships, traineeships and standard and bespoke commercial training courses in subjects including mechanical engineering, welding, electrical engineering and health and safety.

#### About Horizonworks

Horizonworks is a B2B marketing agency that delivers high quality marketing services. It offers a bespoke approach focused on business growth, tailoring a strategy that matches a company's objectives.

• networking • business excellence • skills & training • sector voice • innovation • collaboration • promotion

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