

CASE STUDY: Advertiser success story



Gert Naudé - MD, Wieland SA

Local manufacturer generates 9 new customers through advertising in *Engineering News*

Edenvale-based Wieland South Africa (SA) distributes and manufactures high-quality semi-finished products to the local and export markets.

Wieland SA MD **Gert Naudé** says the decision to advertise in Creamer Media's *Engineering News* magazine was based on the "fantastic exposure" that *Engineering News* has to offer, exposure that is "directly market related."

"We like that our products can be showcased on both the printed and online versions of *Engineering News*. Advertising with engineering News has proved effective for us, helping us generate nine new customers since February 2019," he explains.

Wieland SA specialises in producing high-performance low- and high-finned mono- and bi-metal tubes. Its two production facilities include an approved slitting centre for aluminium strip and a high-performance finned tubing production plant.

The company's marketing strategy includes a company website, a Facebook page and a YouTube company video; however, one-on-one meetings with customers is the preferred sales tactic.

The features section of *Engineering News* was recommended to Wieland SA by the sales executive, since it offered value for money and allowed Wieland SA to target its marketing message at key business decision-makers.

Wieland SA initially advertised with Creamer Media only twice a year, "but due to the cost effectiveness and extensive exposure, we will be advertising more regularly," says Naudé.



COMPANY PROFILE
Wieland

Wieland SA

Wieland SA celebrates 45 years of supplying high-quality, semi-finished copper and copper alloy products to the local and export markets. Based in Edenvale, Johannesburg, Wieland SA specialises in producing high-performance low- and high-finned mono- and bi-metal tubes. Its two production facilities include an approved slitting centre for aluminium strip and a high-performance finned tubing production plant.

All Wieland products are manufactured according to international German Institute for Standardisation and British Standards and is ISO 9001 certified.

Wieland SA provides a number of locally manufactured and internationally sourced products, with the following applications:

Extruded bi-metal fin tubes

- condensing boilers
- flue gas condensers
- timber dryers

- air heaters
- oil coolers
- gas coolers
- process coolers

Gewa-K low fin tubes

- refrigeration condensers
- refrigerant evaporators
- oil coolers
- gas coolers
- steam interchange super heaters

TWX high-performance tubes: developed as low-fouling evaporator tubes for highly viscous fluids

- refrigeration condensers
- refrigerant evaporators

G&L wrap-on fin tubes

- oil coolers
- gas coolers
- process coolers

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CASE STUDY: Advertiser success story

Pressure equipment supplier increases brand awareness through online advertising

Olifantsfontein-based Spress, specialists in world class breathing air, industrial air and gas compressors, has seen their print and online advertising campaign with Engineering News “gain traction” resulting in increased business enquiries, says Spress Business Development Manager **Mpho Boadia**.

Spress’ decision to advertise in Creamer Media’s *Engineering News* print magazine, as well as *Engineering News Online*, was based on “the company’s requirement to introduce its products and services to the South African and greater African market,” explains Spress MD **Dawie Strauss**.

Spress manufactures, sells and services high-pressure equipment to the greater African continent and neighbouring islands. It has over 50 years of accumulated industry experience with top of the range products and is able to offer clients suitable solutions for all pressure-related applications. Their product range includes Bauer Compressors, Mehrer compressors and Maximator pressure equipment.

The company’s marketing strategy included a Sponsored Post on the *Engineering News* daily email newsletter, an in-article banner on the *Engineering News Online* website and an in-article banner on the *Engineering News* mobile website. Other advertising included a full-page advert on the inside back cover of the *Engineering News* magazine.

The online and print advertising options chosen by Spress enable the company to reach both the print and online readers of *Engineering News*, ensuring a targeted marketing message to a wide spectrum of high-level decision-makers in industry.

“While this was the first time Spress advertised with *Engineering News*, we hope to do so again in an effort to increase exposure and brand awareness of our product offering,” says Strauss.



Dawie Strauss - Managing Director, Spress

8 Good Reasons to Advertise

During difficult economic times an effective marketing campaign can help to uplift your business, distinguishing you from your competitors and helping you growing your client base.

Well-respected and well-read, Creamer Media's *Engineering News* and *Mining Weekly* provide high impact print and digital platforms for your to communicate with key business decision-makers – the very people that you would like to target with information about your company's offerings.

Sponsored Posts on the *Engineering News* and *Mining Weekly* websites and in email newsletters, integrated into an online Press Office, sponsored tweets on Twitter and sponsored status updates on Facebook allow companies to **control and shape their digital presence** in new and exciting ways.

Engineering News and *Mining Weekly*'s print circulations are **holding steady**, while the circulation numbers of most other magazines are falling sharply.

The weekly frequency of *Engineering News* and *Mining Weekly* ensures that the magazine **content is current and well read**. Research confirms that 61% of readers read every issue of the magazines, with another 15% reading five out of six issues.

As opposed to certain very narrow, niche publications, *Engineering News* and *Mining Weekly*'s broad news coverage **opens doors** for companies to move laterally and win business ventures in new sectors.

8 Good Reasons to Advertise

We at Creamer Media have identified 8 good reasons why advertising in *Engineering News* and *Mining Weekly* will work for you.

Engineering News and *Mining Weekly* both have **large paid-for circulations**, the magazines are in demand.

As reader habits evolve, so do *Engineering News* and *Mining Weekly*, our news is now **available on many platforms** – print magazines, e-magazines, email newsletters, social media, websites, mobi sites and smart-phone apps. Each platform has its own readership – with minimal overlap. For example – only 17% of Creamer Media's online readership reads the print magazines.

Engineering News and *Mining Weekly* are **media partners** for a significant number of industry conferences and exhibitions – both locally and abroad. By advertising in the editions distributed at these events, companies receive value-added exposure to attendees at such events.

Engineering News and *Mining Weekly* also have a large, controlled circulation at **South Africa's international airports and airports in Zimbabwe, Nigeria and Zambia**, as well as weekly distribution on board regional flights, ensuring readership by local and international business travellers.

