



**designinc**

# Offshore & Engineering

Case Studies



## **Design Incorporated is an award winning integrated agency with a specialism in offshore engineering and subsea marketing.**

Our clients include equipment manufacturers, engineering firms, professional bodies, vessel operators and ancillary service providers. Surveying and research bodies as well as resourcing and training companies. Amongst our clients we are proud to include such notable industry names as Subsea UK, Wood and Rock Flow Dynamics.

We are heavily networked within most areas of the industry and regularly attend key exhibitions such as Subsea Expo. This major event in Aberdeen - for which we actually

provide branding, advertising, experiential and publishing design has just celebrated another year of growth and is organised by our long-term client Subsea UK.

We also contribute to thought leadership and integrated marketing best practice in the sector and benefit our clients by developing innovative insights from market intelligence. Recently we have also worked in partnership with the subsea sector to provide assets for a major recruitment campaign 'Subsea Target' which aims to address the skills shortage in the blossoming UK export success story.

Our team of marketers and creatives include marketing and communications professionals whose considerable experience provides our clients with invaluable insights into what makes a strong differentiated brand and an effective marketing campaign.

Our exposure to the sector means we are networked across the world in several of our key clients niche sectors. We keep ourselves informed of any major industry developments – opportunities and challenges as well as subscribing to key trade journals.









#### Subsea UK

The subsea sector is a major export for the UK. And, as you may know, Design Incorporated has also been 'semi-submerged' so to speak, in the subsea world for the best part of a decade now.

Supporting industry champions Subsea UK with their corporate branding, event branding, publications, advertising and websites. The UK subsea market is now worth almost £9 billion and this event has demonstrated exactly why the UK's supply chain is envied around the world. UK technology, expertise and experience are unparalleled and Subsea Expo provides a platform for showcasing this.







Subsea Expo

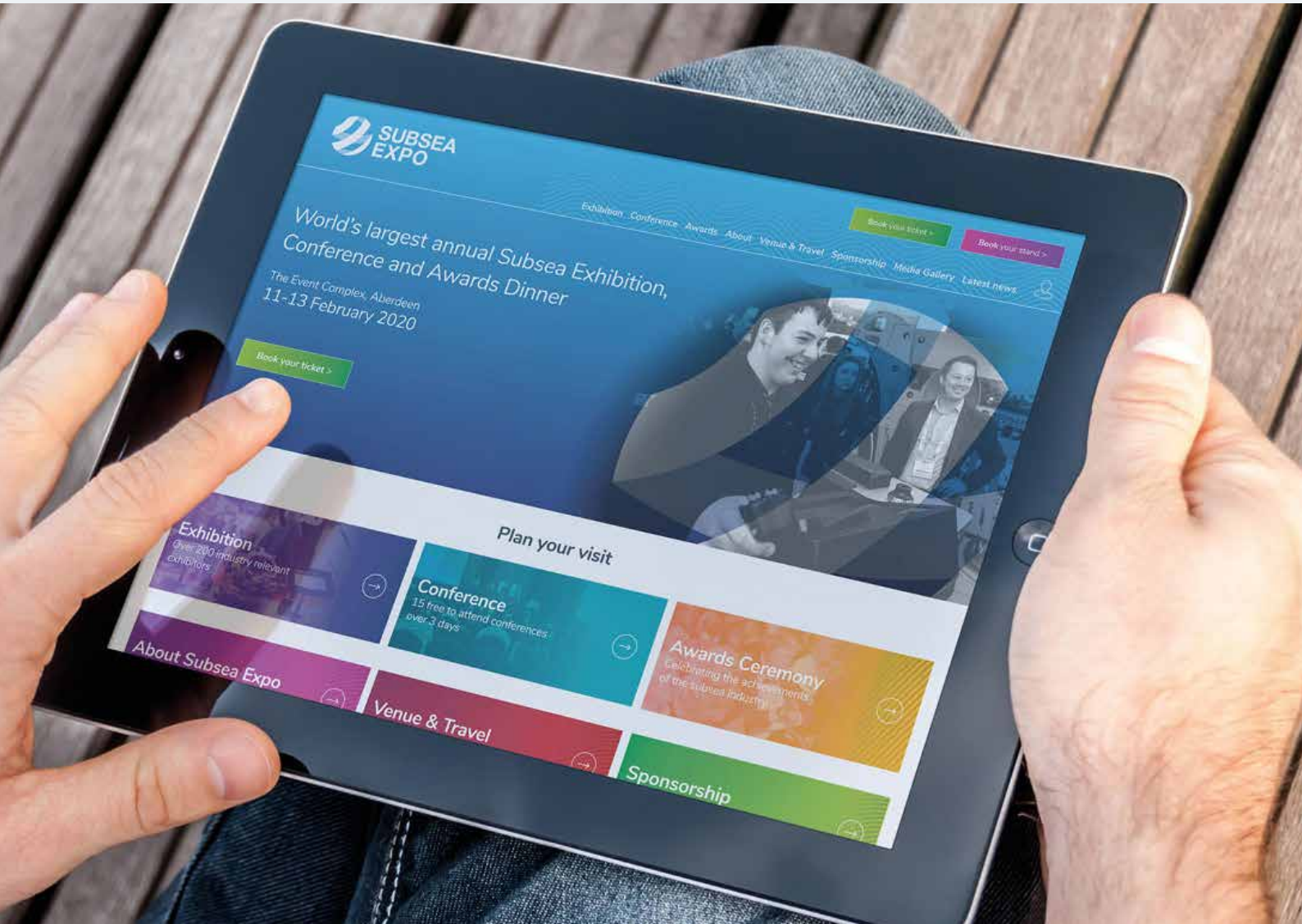
Since 2009, Design Incorporated have supported Subsea UK with their marketing collateral. And that includes their flagship exhibition and conference, Subsea Expo.

Design Inc are responsible for this event's branding, advertising, literature and website.

With a continuous year on year growth in visitor numbers and exhibitors the show more than ever reflects the contribution made by subsea engineering to the UK economy and exports.

2019 saw the 15th anniversary of the event and this was followed up with the new look brand ready for the event's move to the new venue at P&J Live in 2020.

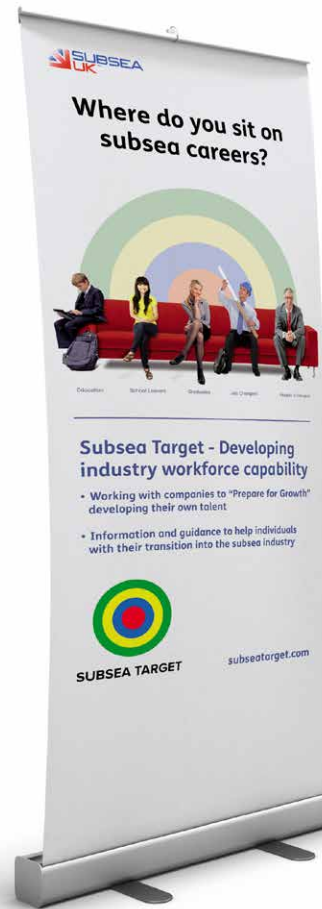
Design Inc is also responsible for the branding of the Subsea UK Awards, the industry's leading annual awards dinner.











## Subsea Target

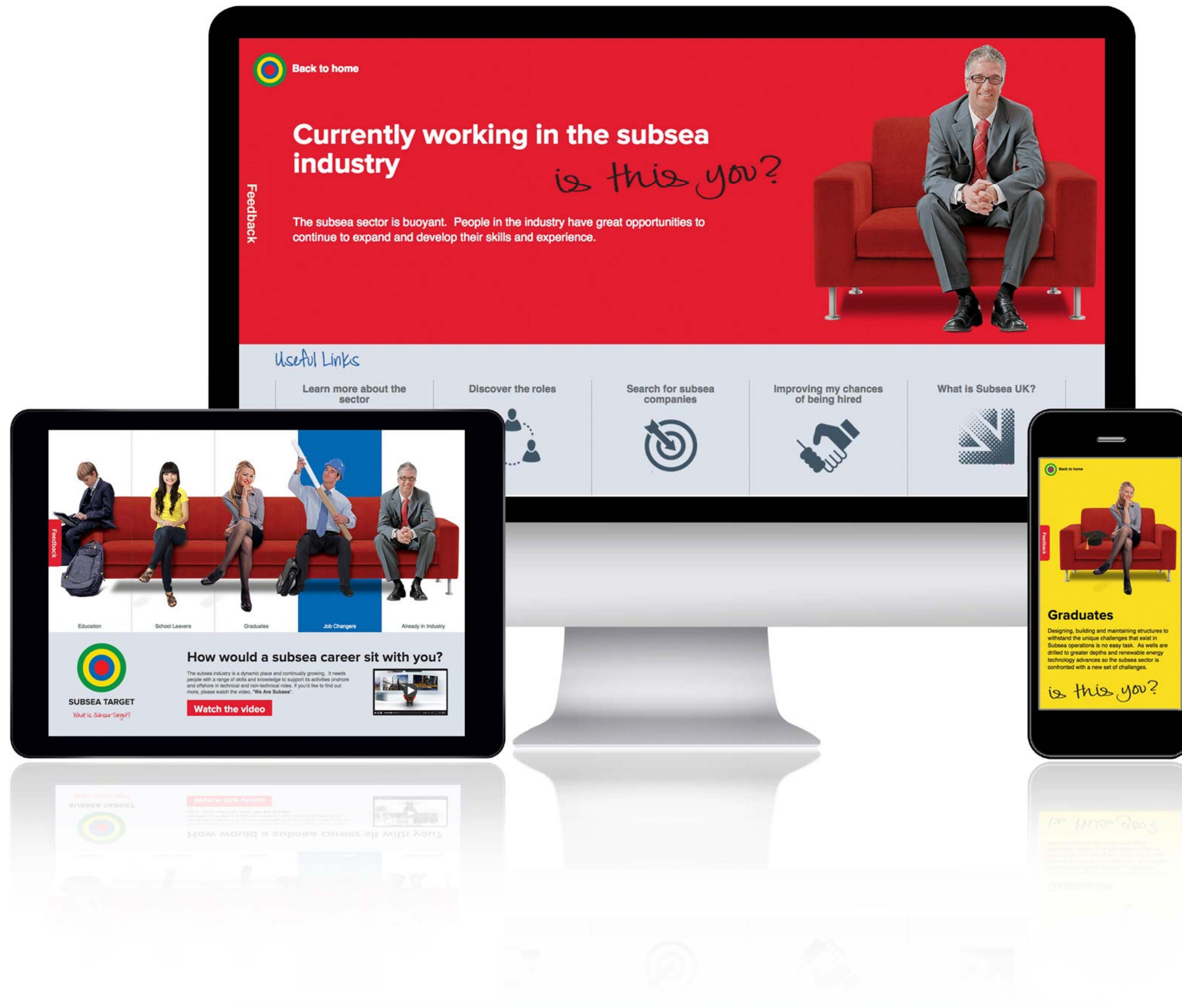
Subsea Target is a major initiative to facilitate the movement of new and transferable skills into the subsea sector.

The campaign and resources are designed to encourage either movement of skilled workers into Subsea roles or enable workers to obtain the necessary skills to enable into the subsea sector where a shortage is currently felt and predicted to increase. Enabling workers to move into Subsea from other engineering disciplines of from study.

The campaign that fronts the initiative is 'How would a Subsea career sit with you?' and features a range of potential subsea workers sitting on a sofa. This area of the site is interactive and leads each user type through to information that is relevant to them. Subsea employers will also find information and resources on the portal.









## Rock Flow Dynamics

## A characterful campaign

### Background

TNavigator is a software tool that enables combined 3D modelling of both subsea engineering and geological hydrocarbon field analysis. Design Inc has a long held specialism in the subsea, offshore oil & gas sectors with a number of key clients in the industry - one of whom suggested to RFD that they should approach us.

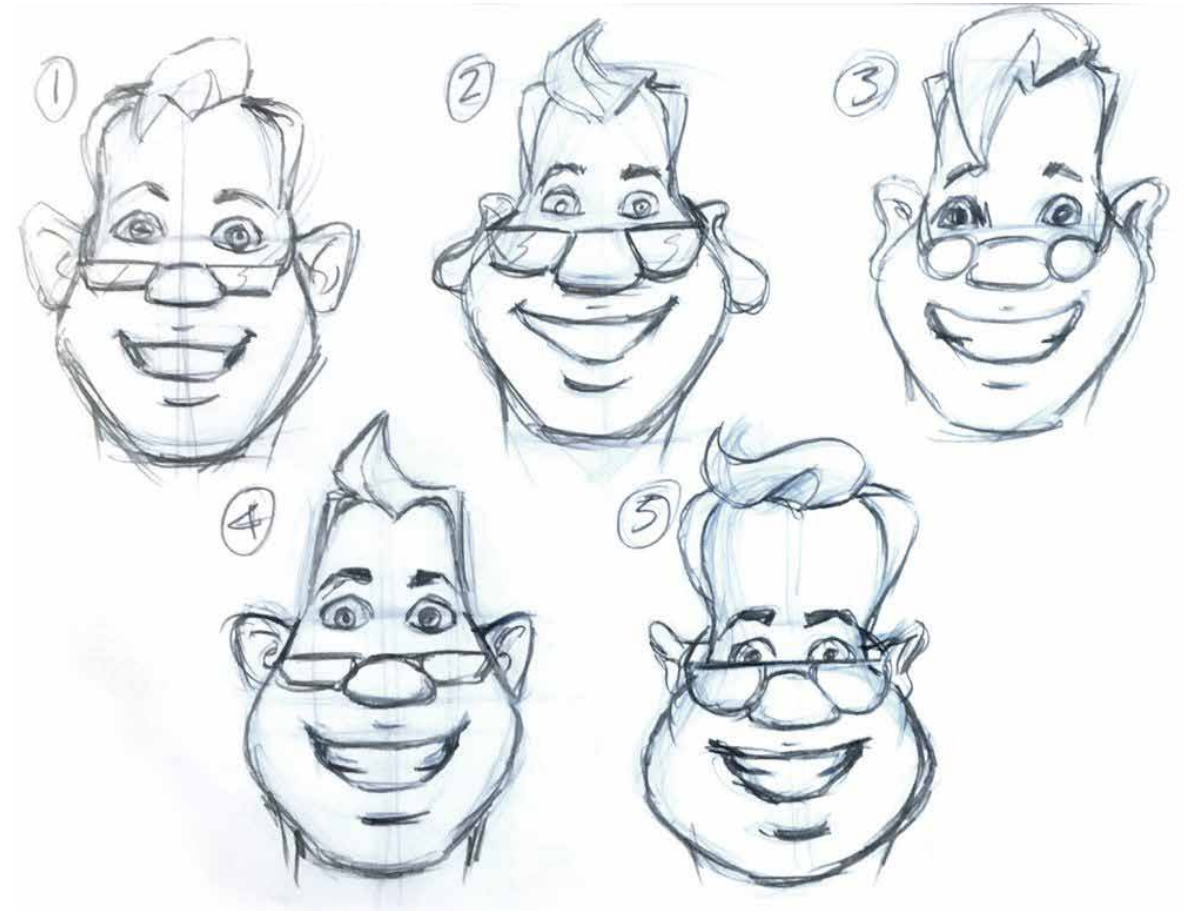
### The brief

RFD has a fun culture based on work hard - play hard and it was felt that some of this 'attitude' could benefit the advertising and projected image. Our brief from RFD was a little unusual in that it specified that we should base our campaign on 'characters' But the 'who' and 'what' and the 'style' of these characters was our creative challenge.

### The creative solution

We proposed a set of slightly larger than life client-based characters based on the key users of TNavigator. These were to include an early adopter to be called 'TNav Tim' who trailblazes the use of TNavigator in the client company. Each advert and character shows the challenge or opportunity that TNavigator addresses – and the modules of the software which are: Geology, Simulation, Uncertainty and Network modelling.

The TNav 'effect' - permeates across the client company with users sharing their experiences and becoming full-on advocates for RFD. The character settings are engaging and reveal outside work hobbies that align somewhat with their working life. Hiking along a beach beneath stratified sediments, maintaining the ecosystem within a tropical fish tank and mountain biking amongst uplifted rocky outcrops. The campaign appears in the sector's key print publication 'Oil & Gas Journal'.



POWERED BY





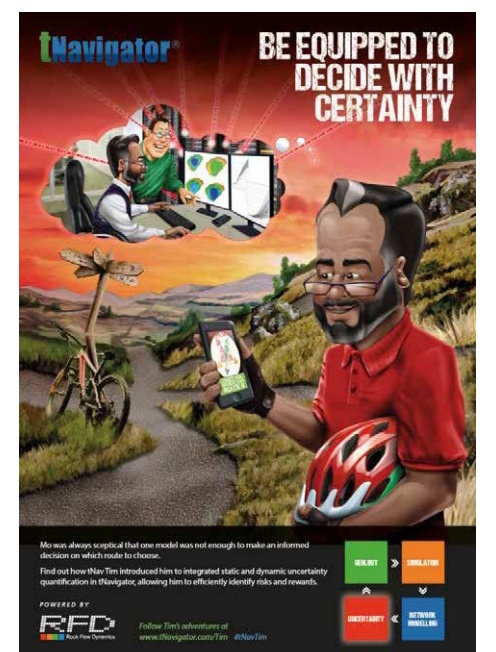
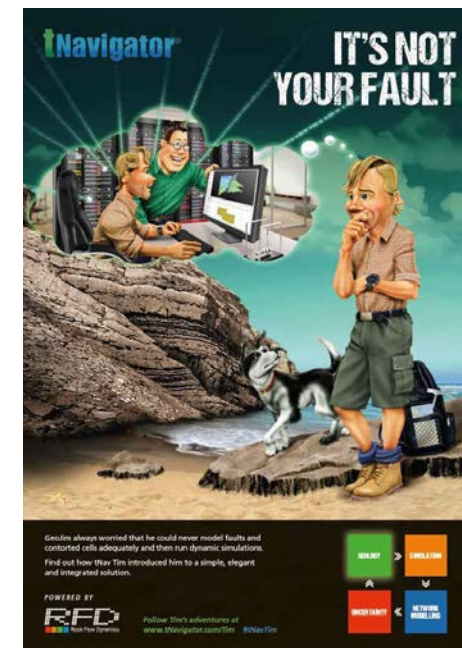
#### Taking Tim on the road

RFD have also taken Tim on the road this year, with the campaign making an appearance at exhibitions. Large graphic prints of the characters and enlargements of the adverts themselves have been used to bring a fresh and approachable feel to the RFD stands at key oil & gas industry events around the world. Tim, Jim, Flo' and Mo' have been used both within the regional back drops and as freestanding life size cut-outs positioned around the stand for selfie-takers. Many of these photos have since made their way to social media. Tim has also lent himself to creative promotional giveaways including a bespoke designed USB stick figure which has proved very popular amongst show visitors.

#### Tim's Hub - blog and resource centre

TNav Tim will also be building an online community of TNavigator users. His blogs will introduce how his colleagues are already benefitting and sharing tips and features of TNavigator.

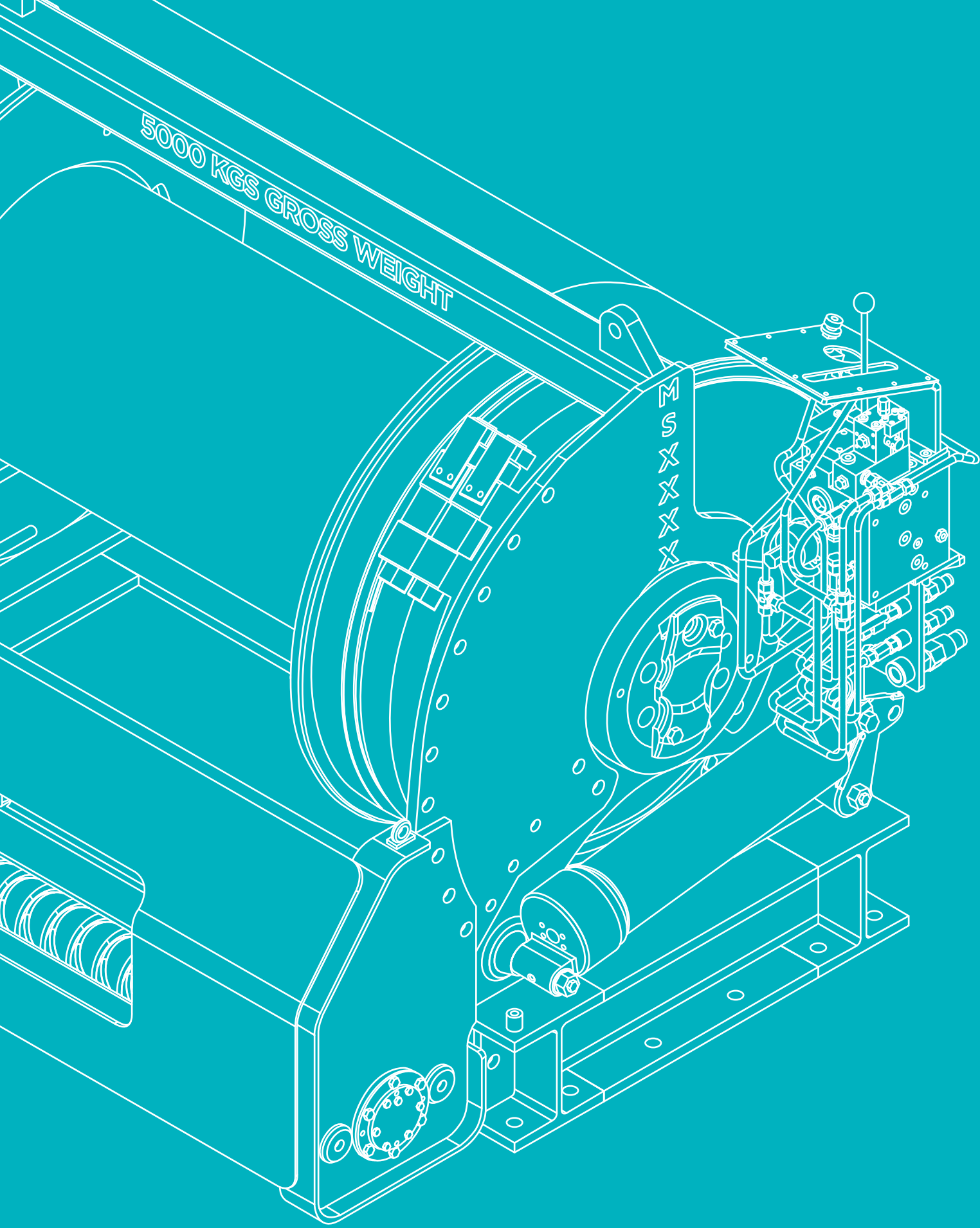
[www.tnavtim.com](http://www.tnavtim.com)













Motive Offshore

This year’s Subsea Expo also provided a showcase for winch manufacturer Motive Offshore Group with new brand identity development and exhibition stand to reveal.

The results of a busy 3 months’ work for Design Inc including: strategic consultancy, design, imagery and tone of voice work that was delivered on schedule and on budget prior to the key subsea show. Motive Offshore Group committed to making a ‘bigger splash’ with their experiential investment and the resulting stand design shows off the new brand assets very nicely.

The branding brief and subsequent design work was initiated by a restructure of Motive Offshore Group into 2 divisions and

included a client requested development of a ‘device’ to complement the logotype - the coiled cable graphic was the creative option favoured and features across the stationery and literature templates as both a linework version and a window for brand imagery. The colour palette was developed around an optimised shade of light blue and is inspired by the hi-vis safety equipment colours used in and around the offshore and subsea industries. We are currently working on the signage, way finding, apparel and vehicle liveries and look forward to taking the brand to the digital domain in due course.







with us

Marine Equipment Specialists





# People. Product. Performance.

Motive Offshore Group, comprising of Motive Rentals and Motive Engineering, specialises in high capacity winches, umbilical deployment equipment and specialised subsea equipment.

- High Capacity Winches
- Electric / Diesel HPUs
- Spooling Winches
- High Capacity Cranes
- Subsea Baskets
- Subsea Winches
- Reel Drive Systems
- Tensioners
- Manufacturing Services
- Offshore Personnel

[motive-offshore.com](http://motive-offshore.com)

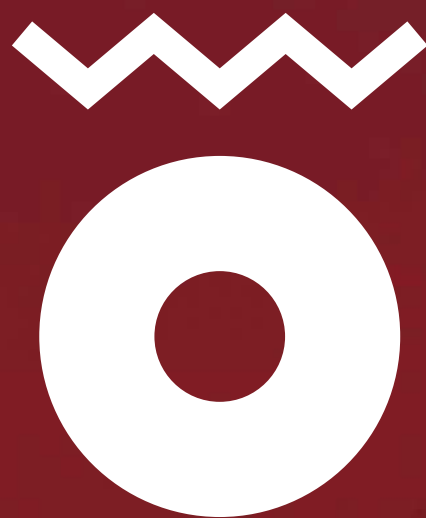
Visit us on Stand 148



of zeniths IIA  
Luggage: One  
People: Solitude Airport  
Sky: Tourism: Black  
Window: 2015 Adults  
Tourist: Full-Frame Full  
Tourist: Business  
One Person Sunlight  
Airport: Departure Area  
Black Color: Indoors  
15 Adults Only: Beautiful  
Frame Full Length: Glass  
Business: Women: 15M  
Sunlight: Waiting Flying  
Area: Arrival Boarding  
Lifestyles: Mode of  
Beautiful People: Beauty  
Glass: Material







**HARKAND**





HARKAND  
ANDREWS  
SURVEY



Company  
Profile

Harkand Andrews Survey was established in 1978 and is a leading provider of survey and positioning services to the international offshore industry.

HARKANDGROUP.COM

Harkand Andrews Survey is predominantly active in construction and trenching support, ROV pipeline inspection support, renewable energy and wind-farm installation support and rig positioning with tug management systems.

Harkand Andrews Survey's core role has traditionally been in construction support working directly for offshore contractors who do not have an in-house survey department. This gives our customer the freedom to focus on their core business and investment.

We attribute our success to our ability to employ, educate and retain offshore personnel who are proactive, have a positive attitude and display a high degree of integrity, responsibility and ambition. New employees are generally brought in from graduate level and trained in-house as multidiscipline Surveyors, Engineers and Data Processors where they work their way through the Company Competence Scheme to become a survey Party Chief in charge of offshore survey projects.

Now part of the Harkand group, backed by Oaktree Capital Management an international investment management firm, we offer fully integrated subsea services - providing vessels, ROVs, diving, survey services and more.

Harkand operates in distinct regions across the globe, Africa/Middle East, Asia Pacific, Europe and North America and ensures our company operates globally but thinks locally.

Our mission is to deliver superior subsea services to the oil and gas industry specialising in inspection, repair and maintenance (IRM) and light construction. We have a clear vision to be recognised by our people, customers, partners and shareholders as the leading player, on a regional and global basis, setting the standard for the subsea IRM and light construction services.

Being part of Harkand allows us to grow and develop further within the group whilst working independently with our customers. Harkand Andrews Survey is the Centre of Excellence for all Harkand survey activities to ensure best practice and operational excellence is maintained.

*'Our pride and passion in what we do differentiates Harkand Andrews Survey from our competitors.'*

HARKANDGROUP.COM

Harkand / ISS

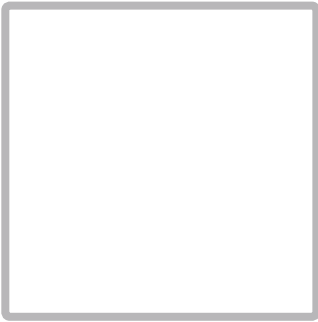
Harkand is a global group aiming to set the standards in the industry.

This means that the company is constantly embracing new technology, the latest innovations in vessels, and fresh thinking to improve services. The companies that make up our group are part of Harkand because of the respected positions they hold in their sector, respect that comes from many, many years of experience, thousands of dives and knowledge of almost every subsea IRM issue there is. For Harkand it is not just the class-leading technology, but also the bringing together of established skills for the first time.

The story is about mankind's search for energy to power our world. It's a search that takes intrepid companies deep below the sea to extract oil and gas, as well as source energy from renewable sources. The task is unimaginably difficult. When there's a problem, few teams can step in quickly with safe

and clever solutions. Harkand can. As a growing international subsea IRM group, the company's vessels and people aim to set the standard for the sector. And because of companies like Harkand, the planet's energy industry can operate confidently and successfully in the world's oceans.

Design work we have created for Harkand and ISS includes the main flagship brochures for both brands. The combination of dramatic photography with strong headline copy resulted in compelling pieces of design where the heroic exploits of the company were showcased and the approach and attitude demonstrated in an engaging narrative.





HARKAND  
ANDREWS  
SURVEY



RIG POSITIONING  
Pactsheet

'Our success in this service includes our ability to provide a rapid response and fast turnarounds for worldwide deployment.'

HARKANDGROUP.COM

Harkand Andrews Survey has provided Rig positioning services, complete with our own in-house integrated tug management systems, for over 13 years to an extensive list of worldwide operators.

Whether towing a vessel submersible to a deep water location or a jack up to the bow of a platform, Harkand Andrews Survey can provide a cost effective solution to our Rig positioning needs.

Harkand Andrews Survey also provides:

- Integrated anchor and tug tracking
- Integrated real time positioning for pick up close approach operations
- Over 20 years' experience positioning capabilities

Our in-house rig management system uses the industry standard TMA NewRCS software which we have developed in line with our vessel location in order to provide our customers with a reliable, cost effective and secure management system.

Adherence to ISO procedures, developed over 15 years, ensures that offshore personnel are appropriately trained and prepared and that positioning systems are set up to provide optimum performance, accuracy and reliability.

Harkand Andrews Survey provides highly experienced personnel who deliver precise software and efficient the most cost effective positioning solutions.

HARKANDGROUP.COM



PIPELINE & STRUCTURE INSPECTION SUPPORT  
Pactsheet

'Our success in this service is due to our extensive experience and comprehensive understanding of the critical requirements of IRM.'

HARKANDGROUP.COM

Harkand's mission is to deliver superior subsea services to the Oil & Gas Industry, specialising in Inspection Repair and Maintenance with a vision of setting the standard for subsea IRM on a regional and global basis.

Harkand Andrews Survey has over 15 years experience with leading ROV contractors, providing survey data acquisition, processing and reporting services throughout their annual pipeline and structural inspection campaigns.

Our aim is to continue to provide survey services to Harkand whilst maintaining a high level of support to our existing customers.

Using our carefully selected software suite of TMA & Bluefish packages, the professional and ROV mounted camera data is acquired, integrated and presented. This data is then merged with the remote information to provide fully comprehensive data for presentation along with the digital video in a fully integrated digital presentation.

The advanced online acquisition package allows real time automated processing of cross profile and track position. As well as providing a faster service, this also gives our offshore processing staff more time to concentrate on the important aspect of data QC.

Through Harkand we can offer a complete set of IRM services which includes Diving and/or ROV, survey and vessel support services.

HARKANDGROUP.COM



CONSTRUCTION SUPPORT  
Pactsheet

'Our success in this service is due to our ability to provide innovative technological solutions, highly skilled offshore personnel and an experienced onshore management team.'

HARKANDGROUP.COM

Harkand Andrews Survey is a leading supplier of survey support services to the international offshore construction industry.

Harkand Andrews Survey has an extensive proven track record in Construction survey services. Our Construction support services include:

**Pre and Cable Lay Diving Support**

This includes the provision of survey support services onboard customer's lay vessels and lay support vessels as well as our own Harkand/ISS vessels. We have a strong track record in cable lay support around the world working from shallow and deep water.

We have extensive experience installing and repair cables for wind farms where we are working in shallow water using either ROV or TSS to ensure the cables are laid in and TSS. We have also worked closely with our customers during the design phase for the cables and the ensuring the cable is correctly installed, laid on the seabed and protected cable lengths with optimal coverage by the client cable. Using our in-house dimensional control capability we also assist with checking the cable length measurements and markings onshore in the client's yard prior to load.

**Trenching & Buoyslay Diving Support**

Harkand Andrews Survey has an extensive track record providing survey support in the major trenching contractors for both oil and gas and renewable sectors. Our ability to deliver fast turnarounds of our data and our experienced software and experienced onshore personnel allows our customers to make quick decisions on their projects.

We also have excellent in-house experience acquiring and processing DSD data using both contact and non contact methods.

**Maritime Services**

Harkand Andrews Survey provides subsea support and deep water support worldwide using our own, offshore, offshore personnel or third party support with an ROV or tow wire through our own Harkand Diving department.

Our deep water support services include the use of our own personnel, trained on each ship providing a solution for position, heading and orientation. This spending is the most cost effective and saving our customer valuable time and money.

**Dimensional control (DSD) & QC**

Our dimensional control services include the calibration of vessel survey sensors during deepwater mobilisations, structure DSD and Control.

We also assist our client with the design and construction of wind farms where the pile installation position, heading, location and height are critical. Harkand Andrews Survey use an in-house designed non-contact total station which will provide the installation manager with real time survey data direct to a portable rugged tablet.

HARKANDGROUP.COM













WATSON-TOWERS GROUP











# CAIRNHILL

## Solutions in Steel



and the rice should be firm but  
 crunchy center. If the rice is still  
 add ¼ cup very hot water and stir  
 Repeat as necessary.  
 to taste with soy sauce, fish sauce

## HOW TO INCORPORATE UMAMI INTO YOUR DIET

- Shave or grate parmesan, pecorino, or other aged cheese over vegetables, salads.
- Add smoked meat to soups or stews.
- Add tomato paste to sauces, soups, stews, casseroles, dressings, etc.
- Spread olive tapenade on crostini, sandwiches or salads.
- Use Worcestershire in marinades for meats and vegetables.
- Add a dash of soy sauce to sautéed vegetables even when you're not eating Asian food.
- Add a dash of ponzu powder to risotto, pilafs, soups, sauces or dressings.

CAIRNHILL



# Specialist Steel Fabricators

## Exceeding Standards & Expectations

Solutions in Steel

T +44 (0)1236 449 393  
 E enquiries@cairnhillstructures.co.uk  
 www.cairnhillstructures.co.uk



Oil & Gas



Nuclear & Power



Rail



Steel Framing



Bridges



Transmission & Distribution



Subsea

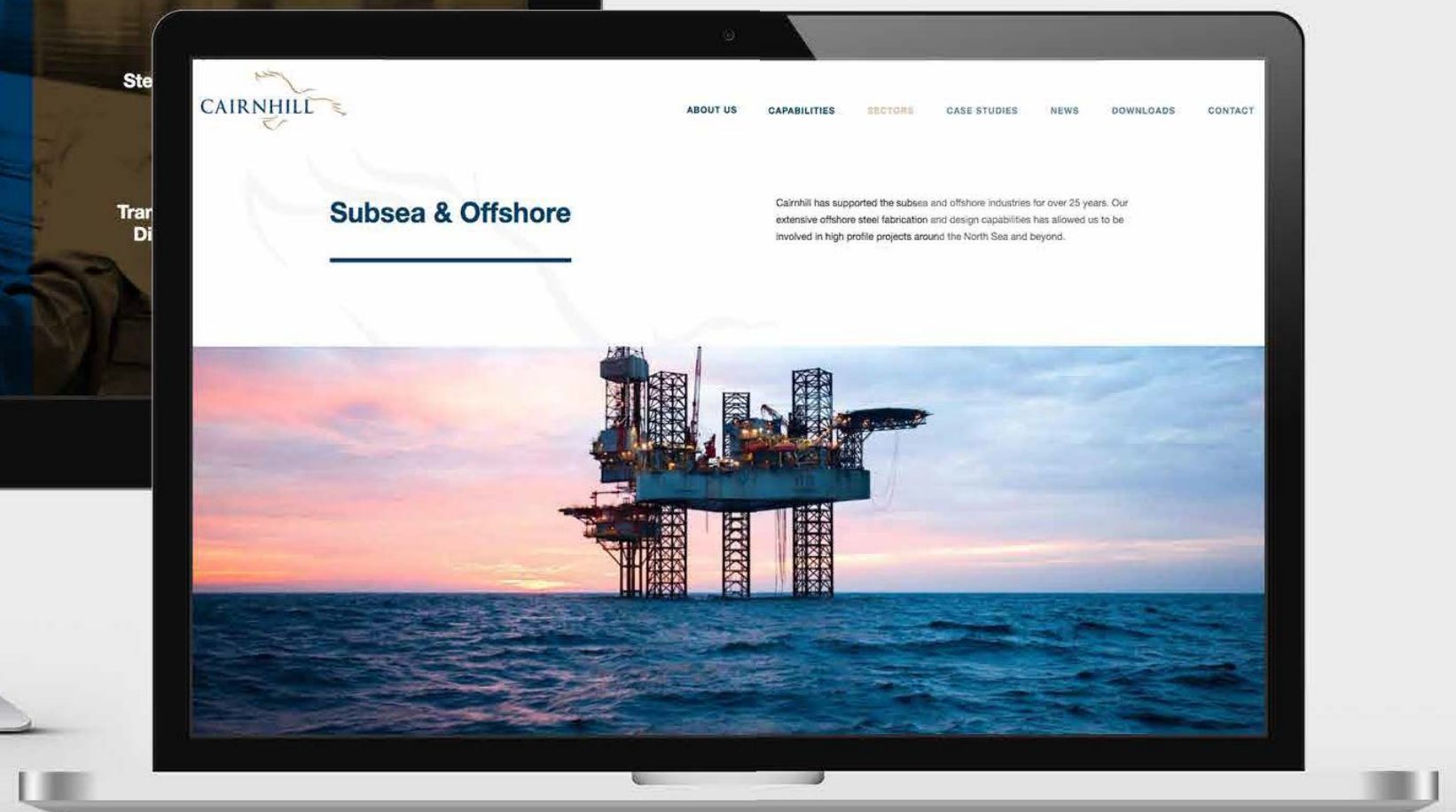
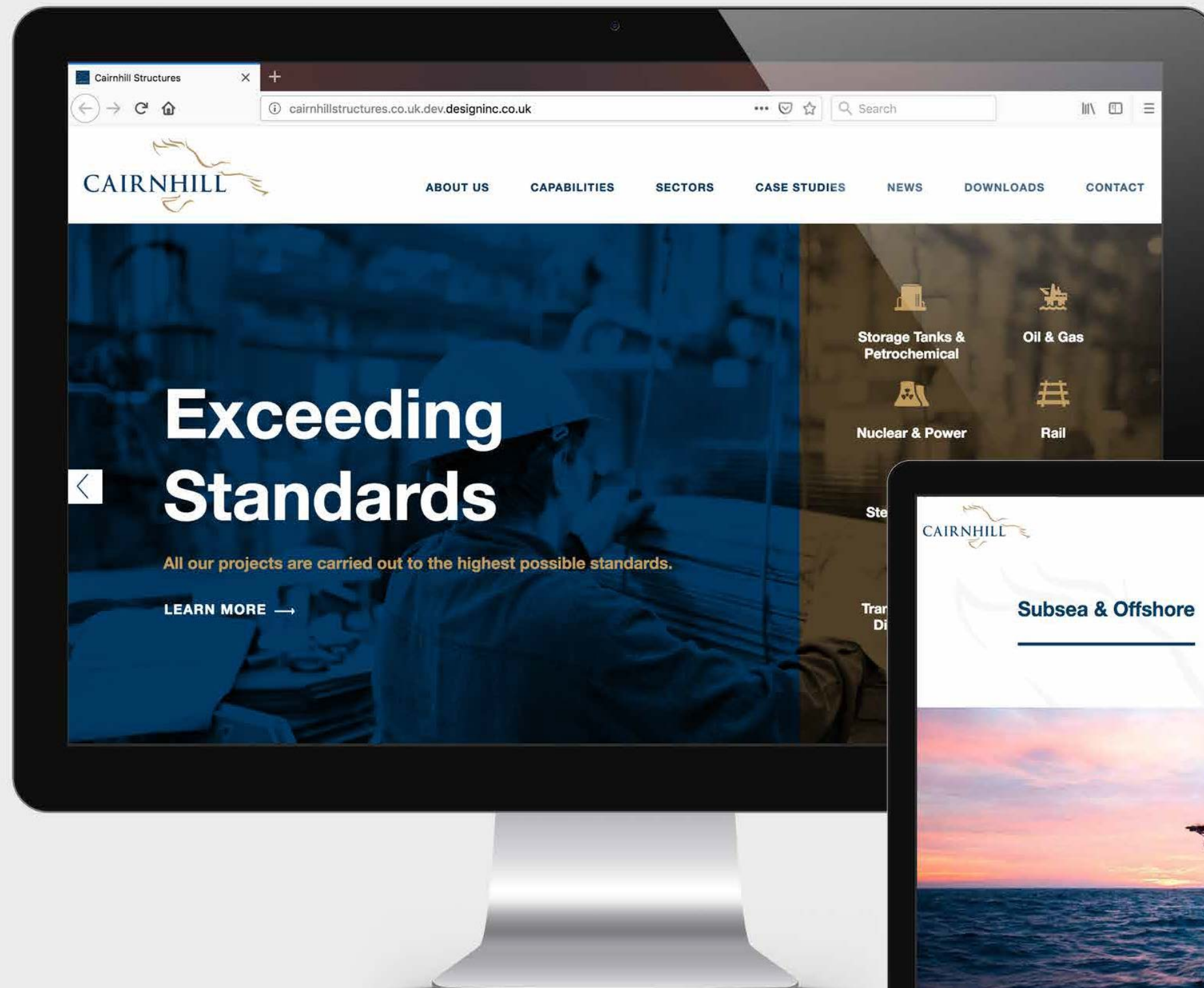


Piling



Renewables











# Change for the better: a lifetime of innovation'

The Creative Rationale

To associate Elmar's technical and engineering abilities with global innovation. We researched the company's 'timeline' for some major innovative breakthroughs since the founding of the company in 1981. We were able to match Elmar milestones with years when major, global technological advances had been made. For example, the company launched in 1981 - the same year as the Space Shuttle Columbia was launched to establish a new era in space travel. Two years later in 1983, the same year as mobile phones were first introduced to the public, the company also introduced one of their main products - the 5 Series Control Module. Other examples included GPS (1989), Internet (1993) and self-driving vehicles (2005). We linked up the years of 12 client milestones with key breakthroughs that same year. Each month featured both a 'Did You Know' section of text (which introduced the story of the global innovation) and an 'In The Same Year' text (which related to the company milestone story).

Augmented Reality

The design process didn't end there. As 2018 had been hailed as The Year of Augmented Reality, we decided to introduce an element of Augmented Reality into each monthly page. And, through the Zappar app, we were able to include a 'hidden' layer of creative information - a video providing more content on the company's milestone story.

By pointing your mobile device at each monthly page of the calendar, the page image is quickly and seamlessly transformed to reveal a dynamic , interesting and education video. The additional of Augmented Reality was included to further demonstrate the link between Elmar and technical innovation.

Each video lasts 30s and relates to the milestone. To keep the users interested for 12 months each AR video was only viewable from 1st month. in the year. A monthly reminder push message was sent to each device that had originally registered.





# Testimonials

**“The guys at Design Incorporated, our subsea website design agency, really did us all proud. We’re delighted with the new site. All our visitors are now greeted with a user-friendly portal with much simpler navigation. Our website now acts as a hub for all things subsea-related.”**

Trish Banks, Company Secretary, Subsea UK

**“As well as the great marketing guidance, which was implemented brilliantly, the people at Design Inc. are also fantastic to work with!”**

Andrew Douglas, Marketing Manager, NOV ASEP ELMAR

**“We have loved working with Design Inc on our most recent marketing campaign, we’re delighted with the outcome so far. Frank and his team always come up with an amazing, creative concepts, even when presented with our crazy ideas. They really took the time to understand our company and the messages we are trying to portray through our advertising, which has helped us to further develop our brand image and stand out in our market.**

**Thanks Design Inc team, we look forward to continuing our partnership!”**

Joanne Lamb, Sales and Marketing Coordinator,  
Rock Flow Dynamics



# Frank Norman Commercial Director

Frank@designinc.co.uk

So Frank, as Commercial Director – what do you focus on a day to day basis?

Everything! But mainly account direction for our big name clients in the Offshore, Engineering and Subsea sectors. Of course I also monitor the development of new opportunities in other market areas too. For all our clients I aim to combine the strategic with the creative and practical to deliver effective marketing online and offline. After all – It's what we do!

**In terms of our services and my clients I support companies from a large range of business sectors from hotels to healthcare, aviation to automotive, recreation to retail. And of course the subsea sector**

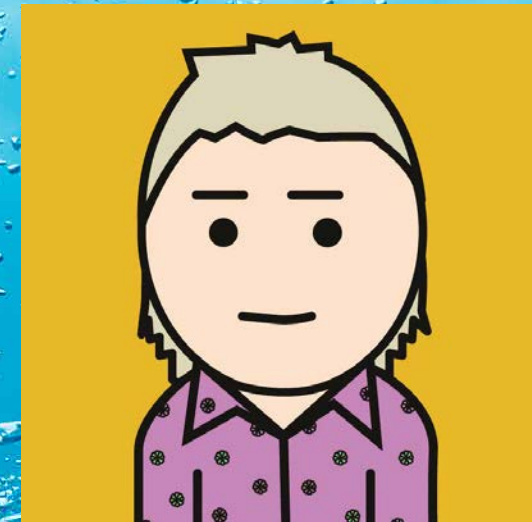
**Keeping all our clients ahead of the competition with the use of emerging technologies for online marketing. For the business? continuing our organic growth to build a robust and sustainable business. Winning more awards for our work – and recommendations as recognition for results always welcome!**

**When you are not working what do you like to do?**

I am fortunate to have varied interests from motorsport and metal detecting to concert going and collectibles.

You are just as likely to find me at one of the British motor racing circuits as you would in a muddy field looking for lost treasure. (So far this year my hoard extends to 32 pence, 10 cents, a padlock and countless nails).

I am an avid F1 fan having worked in the industry earlier in my career and looking forward to attending more races overseas.



# David Parker Branding and Marketing Consultant

david@designinc.co.uk

OK, David, you are the branding specialist – but what is your own brand built on?

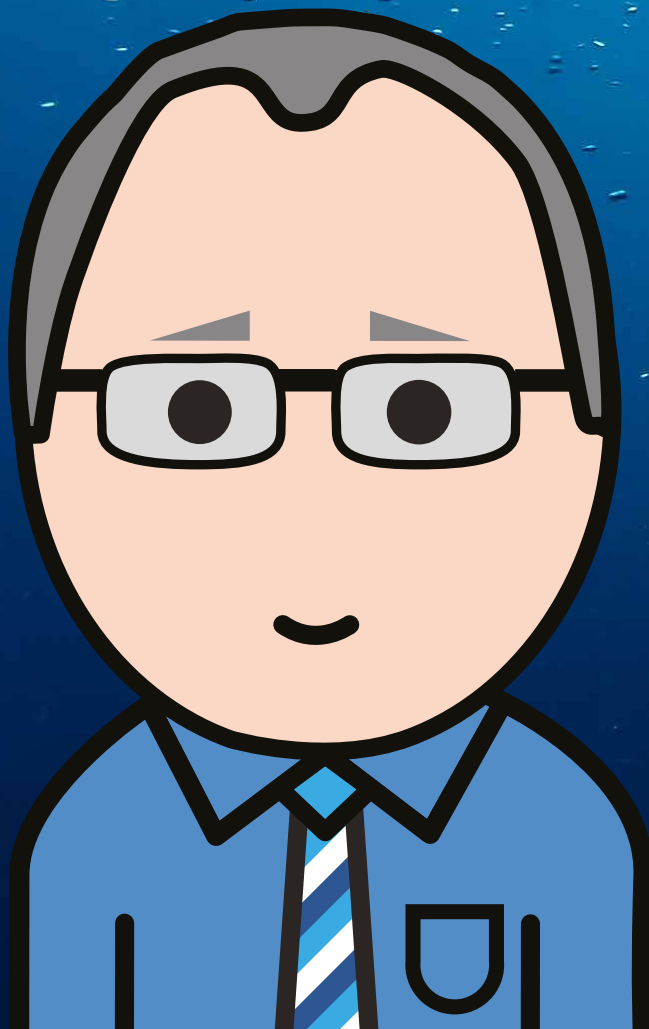
Creativity, communication and commitment.  
The c words.

**As Design Inc marks its 15th birthday what are your aspirations for the future?**

More clients and more campaigns please.

**When you aren't working for Design Inc what are likely to be doing?**

Well, I'm most likely to be doing something creative with my 2 young daughters - drawing princess pictures or building princess castle dens or making princess tiaras. Once they are in bed I love to go out to see live bands and am lucky to have a lot of great musicians playing in and around Richmond. The Eel Pie Club for R&B and other pubs for rock and pop and soul. You might find me browsing in TK Maxx for that umpteenth pair of shoes or watching retro b/w music clips on Youtube. Or rummaging through design/architecture/aviation books in a charity shop. My parents and grandfather all worked for De Havilland. Best plane ever? DH 98 Mosquito.





# Clients at a glance







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**David Parker**

Branding and Marketing Consultant

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