

energy & environmental communication



## Winning in global markets

**The R&D division of one of the world's top five energy groups found that its technical articles were being rejected by leading titles in the influential international oil & gas media. These are read avidly and critically by senior decision-makers worldwide.**



To solve the issue, they approached Twenty6.com who specialise in turning complex raw technical, business and politically-sensitive content into straightforward and easily understood communication material.

Drawing on extensive industrial experience and award-winning business journalism, Twenty6.com interviewed leading editors in London, Houston and Singapore. The editors explained that the energy group's case studies lacked objectivity and were not unique among the sector's 103 global solutions providers. They also criticised the material for being too marketing-orientated.

In response, Twenty6.com was able to identify and illustrate small, crucial differences that highlighted unique, sustainable business benefits. They concentrated on problems that end-users felt were their real worries, describing innovative solutions developed by the energy client. The aim throughout was to share useful information with a discerning readership, contribute to advancing sector knowledge and present well-informed advice.

This approach was successful and distinctive. Authoritative technical articles were published on anti-vibration technology, software systems to assess sub-sea pipeline corrosion, low-energy 'green refining' and converting storage and distribution networks from 'cost' to 'profit' centres.

Twenty6.com has also produced contents for publications focusing on a wide variety of topical issues. These include environmental impact assessments (EIA), bio-diversity, mitigating measures for offshore wind farms, global offshore services, new onshore wind industry private-public-sector partnerships, brownfield remediation, lubricant R&D and Mid-East oil & gas developments.

## Influencing a broad range of stakeholders

Their work with energy, renewables and the environment companies includes structuring a 'hydrogen economy' website for a client in Amsterdam, with contents for political and business leaders, academics, students, special interest groups and the public.

Twenty6.com have been consulting and contributing environmental and energy editors for the international business publishing group, Croner Wolters Kluwer, since 2002 amongst many other clients. Their aim is to help you to identify and explain complex technical concepts, messages and innovations very clearly to key customers and stakeholders.

