



## New England Airfoil Products and Pietro Rosa TBM Raises Brand Awareness with New Corporate Video

New England Airfoil Products (NEAP), a Farmington, CT company that for the past 62 years has provided gas turbine products for air, sea, and land applications, recently decided to explore ways to enhance the company's relationship with its parent company, Italy's *Pietro Rosa TBM*. Pietro Rosa TBM has been a leading manufacturer of compression airfoils and mission critical components for over 130 years, and serves the energy, aerospace, oil and gas, and marine markets.



Since acquiring NEAP in 2016, the two companies have been developing a shared strategy to bring their identities and long histories into one cohesive brand message.

### CHALLENGE

In advance of the 2019 Paris Air Show, the world's oldest and largest event dedicated to the aviation and space industry, the two companies saw an opportunity to re-energize and consolidate their marketing message to better engage their customer base and further build upon these long and successful international relationships.

### SOLUTION

In late May of 2019, the companies called on Quast Media LLC of Manchester, Connecticut to develop a video presentation to meet this challenge. Quast Media has a strong history of working with clients to determine, diagnose, develop and deliver customized corporate messaging through digital technologies and video production.



The Quast Media team immediately began to work with employees on both sides of the Atlantic to gather information and understand corporate objectives. Using cutting-edge video equipment and footage shot from an extensive video session at the 100,000 sq. ft. NEAP facility,

Quast Media was able to incorporate the best visual representations from both the Italian and American facilities. The brand-new corporate video that resulted contained over 5 minutes of exciting video content, motion graphics, and an energizing music track.

### INDUSTRY

Manufacturing

### LOCATION

Farmington, Connecticut

### VERTICAL MARKETS

- Energy, Aerospace, Oil & Gas, Marine
- Air / Sea / Land Applications

### KEY CHALLENGES

- Convey unified marketing message
- Raise brand awareness
- Engage customer base

### BUSINESS BENEFITS

- Enhance relationship with parent company
- Shared strategy for business retention and growth
- Marketing tool for industry events, presentations, lobbies/reception



**QUAST MEDIA**  
a digital marketing agency



quastmedia.com



**RESULTS**

The video was completed on time and on budget and made its debut at the Paris Air Show on June 17<sup>th</sup> through the 21<sup>st</sup> to very positive reviews. The video and a shorter introductory version will now be used extensively at industry events, client presentations, and at the reception areas of the facilities.



**“The video project exactly matched the agreed scope and project goals. The execution of the filming was done in the most professional way with a minimal disruption to our day-to-day operation of the plant.”**

- Clive Cunliffe  
President, North America  
Pietro Rosa Group

Mr. Clive Cunliffe, President for North America Pietro Rosa Group said it best:

*“I would like to extend my personal thanks to the Quast Media team! The video project exactly matched the agreed scope and project goals. The execution of the filming was done in the most professional way with a minimal disruption to our day-to-day operation of the plant. The filming also added another dimension to the working day at NEAP with the staff enjoying the participation, which had the side effect of a team building exercise - Thank you team Quast!”*

**SOLUTION**

Corporate video which debuted at 2019 Paris Air Show with exciting footage, motion graphics and soundtrack

**ABOUT US**

Quast Media LLC is a boutique digital marketing and immersive technology agency located in downtown Manchester, CT. We work in cutting edge technologies such as digital signage, content creation, video production, augmented (AR), virtual (VR) and mixed reality (MR). The primary objective of our company is to help our clients to exceed their growth and revenue goals. We do this by collaborating to identify, create and execute strategic projects that are customized to reflect each client’s unique marketing challenges and opportunities.

We specialize in the verticals of healthcare, manufacturing, non-profit, education, retail, restaurant, franchises, small and medium sized businesses and large enterprises. Our focus is to become “strategic partners” with our clients, and we strive to create win-win outcomes as we build long-term “relational” partnerships.

We don’t work for our clients, we work with them and we promise to always remember that our successes are only achievable in lockstep with their successes.



quastmedia.com