



SOVEREIGN

MARKETING FOR THE DEFENCE
AND AEROSPACE INDUSTRY

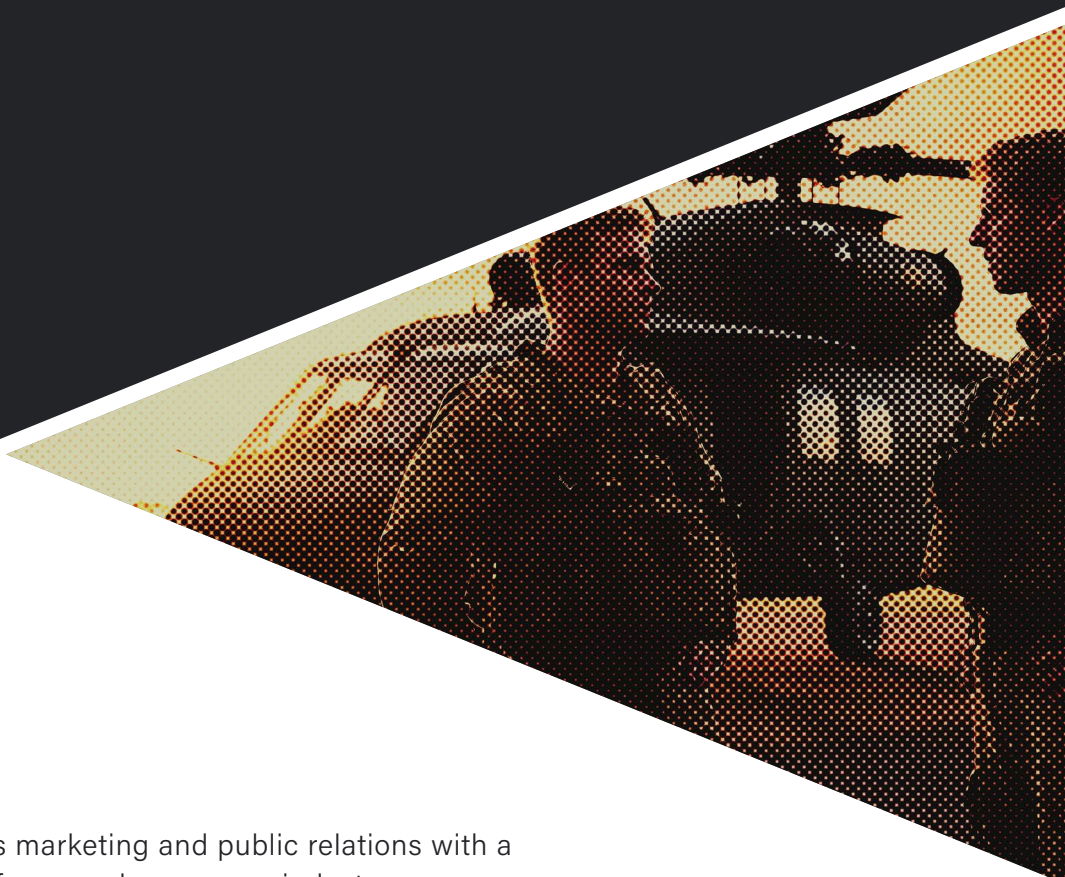


SOVEREIGN
Marketing for the defence and aerospace industry

THE SOVEREIGN MISSION

WE PROVIDE SPECIALIST BUSINESS-TO-BUSINESS (B2B) MARKETING AND COMMUNICATION SERVICES TO COMPANIES THAT SELL TECHNICAL, HIGH-VALUE SOLUTIONS WITHIN THE AUSTRALIAN DEFENCE INDUSTRY.

WE SUPPORT AUSTRALIA'S WARFIGHTING CAPABILITY BY ENSURING NEW AND EXISTING DEFENCE-RELATED PRODUCTS AND SERVICES ARE PRESENTED OPTIMALLY TO RELEVANT STAKEHOLDERS IN GOVERNMENT AND THE PRIVATE SECTOR.



Our team

- ▶ delivers expertise across marketing and public relations with a specific focus on the defence and aerospace industry
- ▶ operates as your extended marketing and sales support team
- ▶ includes highly experienced consultants, marketing project managers, data experts, event managers, designers, web developers, and content writers
- ▶ has experience working with vendors, distributors, and partners across complex ecosystems.

Why work with Sovereign?

Sovereign builds and executes tailored marketing and communications programs to achieve brand recognition and business growth for companies that sell technical, high-value products and services to the defence and aerospace sector.

As a flexible, scalable resource, Sovereign can provide as much of your marketing support function as you need.



Scale

A scalable approach to marketing so that you can grow faster.



Market knowledge

Specific industry knowledge combined with extensive B2B marketing knowledge.



Speed

The adaptability to produce and modify marketing outputs quickly and efficiently.



Experience

We have been providing clients with PR and marketing results for over 35 years.

We deliver all services through our experienced in-house team. Our services include:

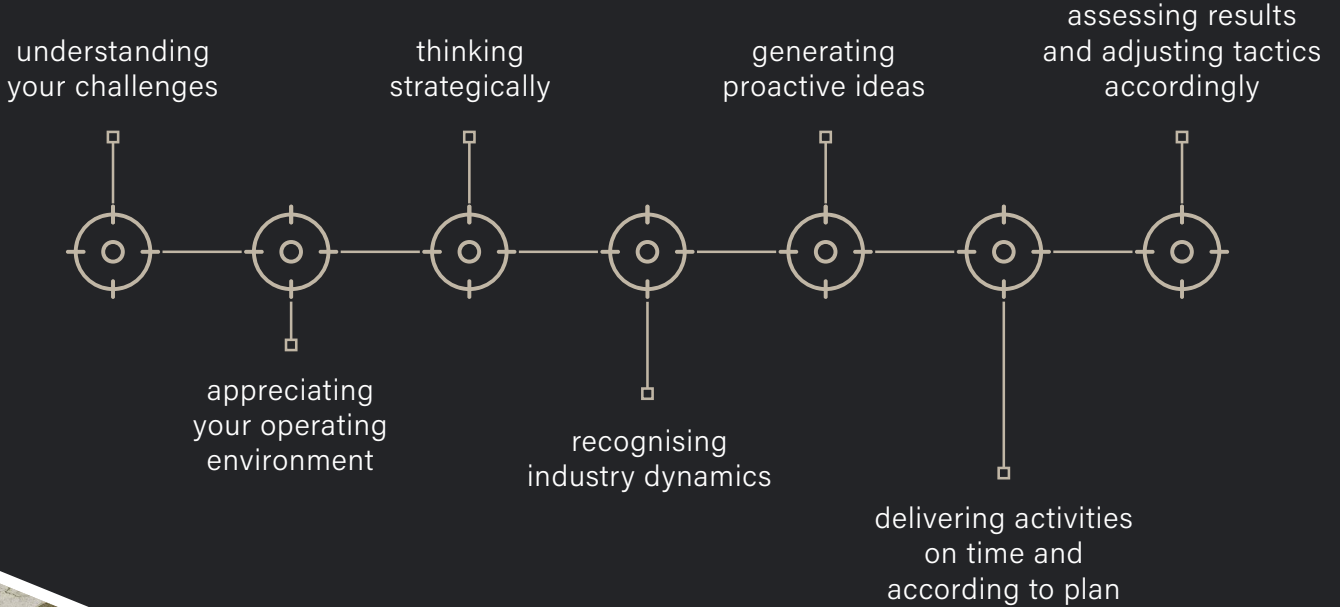
Marketing

- ▶ digital marketing
- ▶ brand and lead generation programs
- ▶ graphic and digital design with AI capabilities
- ▶ web development
- ▶ SEO/SEM
- ▶ LinkedIn campaigns
- ▶ marketing automation program consulting
- ▶ marketing as a managed service
- ▶ channel enablement.

Public relations

- ▶ media relations
- ▶ industry analyst relations
- ▶ thought leadership
- ▶ media training
- ▶ issues management
- ▶ internal communications
- ▶ content writing and rejuvenation
- ▶ social media curation
- ▶ event management
- ▶ advertising and media planning
- ▶ award submissions.

We deliver results for you by



About Sovereign

Sovereign is part of The Recognition Group, one of Australia's leading, privately-owned PR and marketing agencies.

We support companies that deliver high-value, technical solutions with defence industry-oriented marketing and communications programs.



Companies we have worked with in the defence and aerospace sector





CASE STUDY

Fortinet government campaign

The Recognition Group delivered a digital media and marketing campaign for global IT security company, Fortinet, to elevate its profile in the defence and aerospace sector and raise brand awareness. As part of this campaign, we developed high-value assets including whitepapers, then created and executed a paid media program with selected target government publications that included a mix of advertising and sponsored content, and LinkedIn creatives to support the campaign.

Custom Fortinet campaign content was placed in *The Canberra Times*, *The Mandarin*, *Defence Connect*, and *Australian Defence Magazine*.

Key results include:

- ▶ 500,000+ impressions across publications
- ▶ 600+ clicks
- ▶ 550+ sponsored article page views.

This level of engagement contributed to Fortinet's best-ever sales quarter for government.

Contact Sovereign to learn how we can support your business with compelling marketing and communications campaigns.

Contact

Adam Benson, CEO
adam_benson@sovereignmarketing.com.au

+61 2 8074 4857

www.sovereignmarketing.com.au