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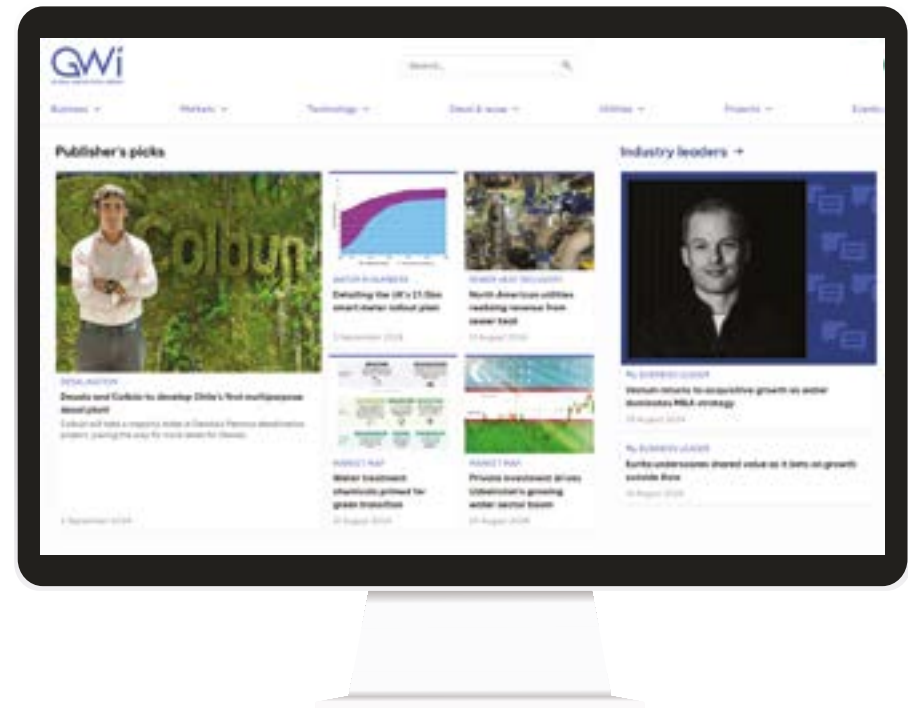
**QWi | COMMS**

## Who we are

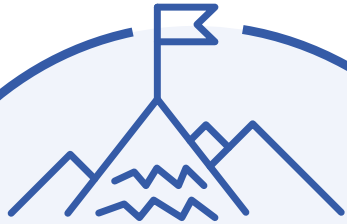
Global Water Intelligence is the leading publisher and events organiser serving the international water industry.

It is the industry's trusted source of unbiased news, data and analysis for the global water industry.

The GWI brand is fiercely editorially independent, and coverage is purely earned media.



## Why do we do what we do?



Our mission is two-fold, to make the world of water work better by connecting people and ideas, and to create an intelligent network that unites the global water community.

### We work with you in mind.

Businesses like yours are the lifeblood of the water industry. A lot of business is about storytelling; a business with a compelling story can outperform another with more established technology.



Over the past 20 years at GWI, we have come to recognise that our clients can struggle to tell their own stories effectively. We are here to support you turning those struggles into successes.



**We know that the water industry has amazing stories to tell that more people need to hear. We want to get your story in front of the right audience in the right way.**



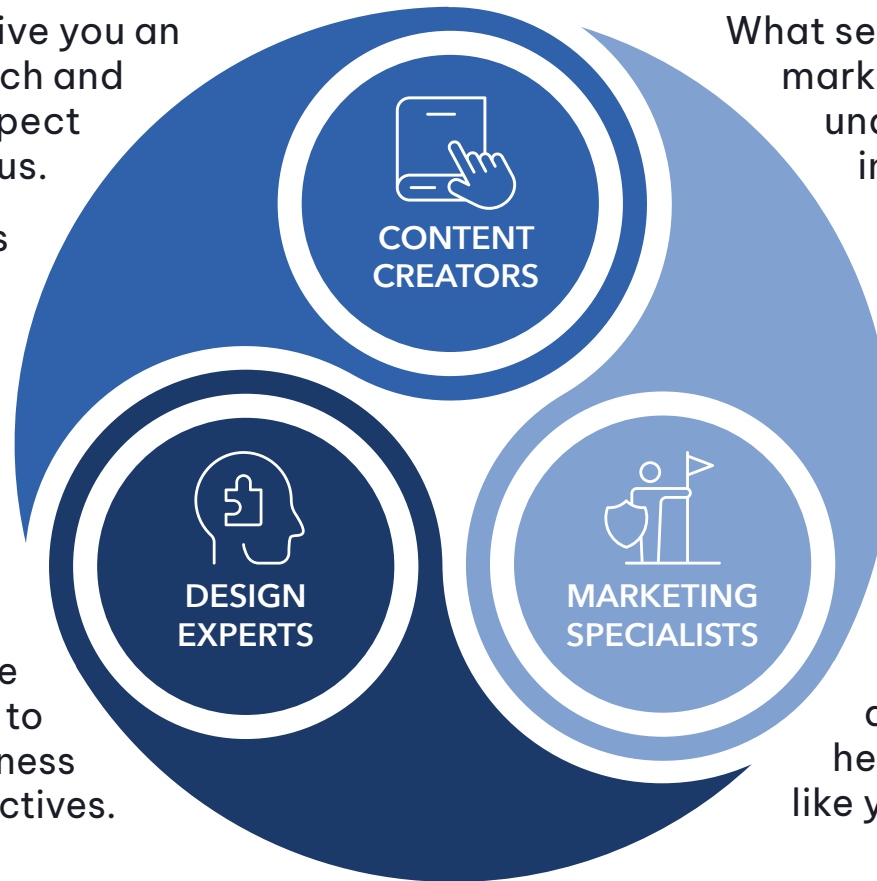
**Now more than ever, in the face of a climate emergency, your story needs to be heard. Your business should feel fully represented across the global water industry as we strive to make change happen.**

## What is GWI Comms?

This brochure will give you an overview of our approach and highlight what you can expect when partnering with us.

GW<sup>i</sup> COMMS provides comprehensive support across our Marketing, Content, and Design departments, leveraging the resources, network and expertise of Global Water Intelligence.

Our integrated approach ensures cohesive and effective marketing solutions, tailored to your specific needs and business objectives.



What sets us apart from a traditional marketing agency is our deep understanding of the water industry on a global scale.

The water industry is regional and fragmented, and so the challenges faced require a broad perspective and creative thinking. We know your competition, we know the market, we know water.

Our team of highly skilled marketing professionals, content creators, and expert designers are dedicated to helping water sector businesses like yours achieve their goals.

## Marketing department

Our marketing department comprises highly knowledgeable professionals with extensive experience in the water industry. We employ a data-driven and advertising-informed approach to create and implement strategic marketing campaigns that successfully promote our clients' products, services, or initiatives.



Industry trends



Advertising informed



Data

Through rigorous market research, competitor analysis, and staying up to date with industry trends, we build customised target audiences and produce compelling content that resonates with them. Our marketing professionals demonstrate high levels of skill across various domains, including digital & social media marketing, content strategy, advertising, and lead generation.



Competitor analysis



Customised target audiences



Market Research

Utilising SEO best practices, we ensure that content not only educates and informs, but also elevates search engine visibility and attracts relevant traffic. Our marketing team has a track record of designing and implementing successful marketing campaigns as well as delivering outstanding results.



SEO best practices



Relevant traffic



Compelling content

## Content department

Content is the heart of any marketing plan. It is also the heart of **GW<sup>i</sup>**. The insights and expertise of our content department have the power to position our clients as authoritative voices in the water industry.

Our writers tailor your message to different parts of the water industry (e.g., industrial, utility, engineering) because they understand the supply chain dynamics better than anyone.

Our content specialists enable clients to elevate and embolden their voice in the water industry and further afield.

GW<sup>i</sup>'s accomplished team of writers and content strategists have scope to create informative articles, blog posts, white papers, case studies, and other custom formats that showcase your business.

Our team consistently produce high value content, enhancing brand reputation and stimulating customer engagement.

## Design department

Captivating your audience requires design that is eye-catching, engaging, and importantly, will stop the scroll of your target audience.

Our team of graphic designers, data visualisers, UX designers and product development specialists create assets across a range of mediums that aid in challenging perceptions, representing unique concepts and highlighting key issues.



**Create  
a lasting  
impression**

We merge industry expertise with creative ingenuity to produce compelling visuals, enhancing brand recognition as well as customer engagement.

Our design professionals construct unique, impactful designs specifically tailored for the water industry, working in alliance with your brand guidelines and your business goals to create designs that will not only stop the scroll, but also leave a lasting impression on your audience.



**Enhance brand  
recognition as well as  
customer engagement**

**Stop the scroll of your target audience**

## The GWI Comms Advantage

GWI Comms has the powerful combination of industry and marketing expertise. Our team of professionals have first-hand experience of the challenges and intricacies of this sector, and we leverage our marketing tactics to overcome them.

We build authentic relationships with our network and highlight businesses and brands we believe in.

We help you create holistic communication strategies that elevate your brand in alliance with your business goals.

Our team of professionals at GWI Comms have the powerful combination of industry and marketing expertise.

We offer unique sponsorship and advertising opportunities, such as industry events and international conferences, that can further establish you and your colleagues as industry thought leaders.

We have the crucial industry knowledge other marketing agencies lack and we have what is required to deliver this effectively for businesses in the water industry.

We know creating compelling content is key to attracting and retaining your target audience and distinguishing yourself from your competition.



## In summary...

In this brochure, we have described our vision. The GWI Comms advantage is our comprehensive, cross-team approach.

Our experienced marketing, content, and design teams implement targeted strategies to help you flourish in the sector and enhance brand reputation.

GWI Comms is uniquely positioned to offer marketing solutions specifically tailored to the water industry.

GWI Comms is an agency that truly understands the industry and what is special about what you do.

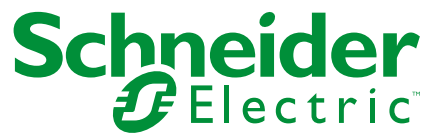
No matter your business or marketing objectives, GWI Comms will work with you to take your business to the next level. Together, we know how to tell your story and we know how to market it effectively.



## Our clients

“Working with GWI is a safe bet to know that you will reach, not only the top key players in the water sector, but also everyone from other sectors who is interested in water business.”

“Working with Global Water Intelligence on our advertising campaign was exceptional. Their professionalism, industry expertise, and insights led to a highly successful campaign. I highly recommend them as a strategic partner in the water industry.”





**Ready to get started?**  
Let us tell your story.

**Luca Tiriolo**

Global Advertisement and Sales Manager

[Book a meeting](#) 