

# case study

## Metso Mining and Minerals



**client**  
 Metso Australia Limited  
 PO Box 399  
 West Perth WA 6872  
 www.metso.com

**time**  
 Ongoing (since September 2007)

**scope**  
 In-house magazine  
 Marketing brochures  
 Internal communications  
 Press advertising  
 Signage  
 Displays

**overview**

Metso is a global supplier of technology and services to customers in the process industries, including mining, construction, pulp and paper, power, and oil and gas. It has staff of over 30,000 professionals based in over 50 countries.

**objective**

Scout Creative has been supplying graphic design services to Metso since 2007. One of our first tasks for this client was to develop an in-house staff magazine, *Inside Australia*, a quarterly publication with a print run of 800 that is supplied to Metso's employees in the Australasian region.

**outcomes**

*Inside Australia* has helped Metso to disseminate important company information and maintain a sense of community and inclusiveness to its many staff in Australasia.

Scout Creative has also produced a number of brochures and press advertisements tailored to the client's specialisations in the local market. These have helped to market Metso's products and services to the resources industry, which are mostly manufactured and sourced in Australia.

