



D:R
—EDITORIAL—

Business communication for science
and technology companies

We explain your offer

Our team helps your team get its message to your customers

About DBR Editorial

We help companies of all sizes to explain what they do and describe what makes them unique.

A potent blend of technical understanding, writing, editing and design skills enables us to create premium marketing content for clients.



Writing that captures the message

Working from interview or supplied text, our writers get to the heart of complex technical concepts and create compelling stories in a clear and concise form.

Our writers are highly qualified scientists and engineers who understand how your technologies work and how your customers use them. This gives us a clearer insight into your marketing needs and makes for better business communication.



Editing for clarity and accuracy

Our editors assess logic, structure and consistency to ensure that your text is polished, engaging and effective

We check any facts or figures and attribute them correctly. We ensure that acronyms are clearly explained and check that the text conforms to relevant style guidelines

And, of course, we check the grammar and spelling in every document.



Professional design support

We work with a select group of digital and print designers to implement integrated content strategies and apply messages and themes consistently across all communications channels.

Whether you want to impress potential investors, convert prospective customers or inform your staff about business developments, you can rely on us to deliver consistent, on-brand content.

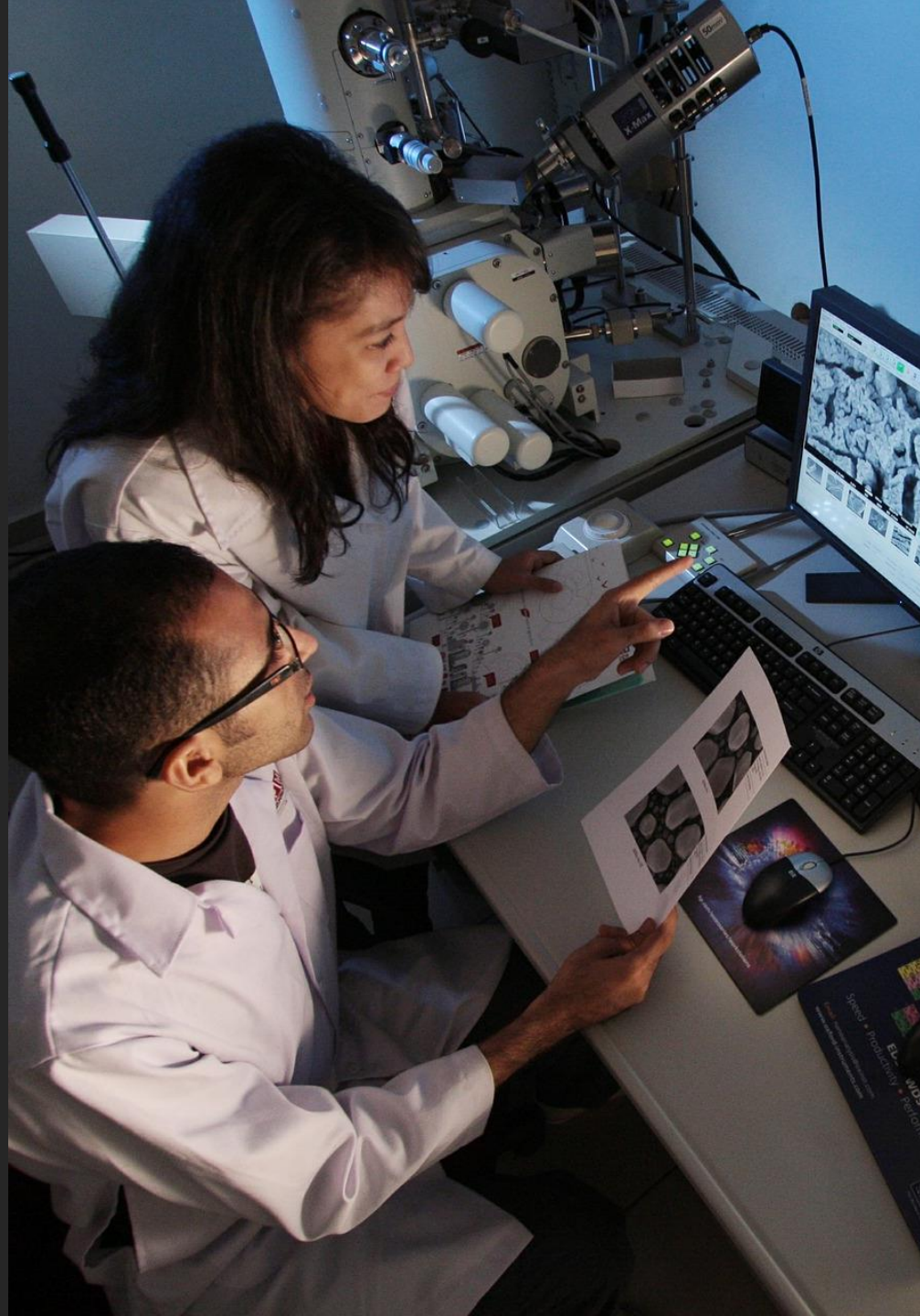


Our approach

We believe that ideas can only be explained by people who understand them.

This is why we invest time in getting to know your business.

By understanding how you work and what you offer, we can help you influence your customers.



- Advertising
- Animations
- Blog content
- Brochures
- Case studies
- Datasheets
- Presentations
- Press releases
- Speeches
- Storyboards
- Website content
- White papers

Topics we have covered recently

Additive manufacturing

Artificial intelligence

Augmented and virtual reality

Biofuel manufacturing

Carbon capture and storage

Carbon trading

Chemistry and catalysis

Climate change

Construction technologies

Digitalisation

Electric vehicles

Energy transition

Environmental legislation

Forensic science

Fuel development

Geology and geophysics

Lubricant testing

Machine vision

Marine science

Microgrids and batteries

Mineral exploration

Modelling and simulation

Navigation and positioning

Nuclear decommissioning

Oil and gas technology

Oilfield services

Plastics recycling technology

Power generation

Predictive maintenance

Refining technology

Renewable energy

Retail customer profiling

Robotics

Software development

Subsea engineering

Water resources

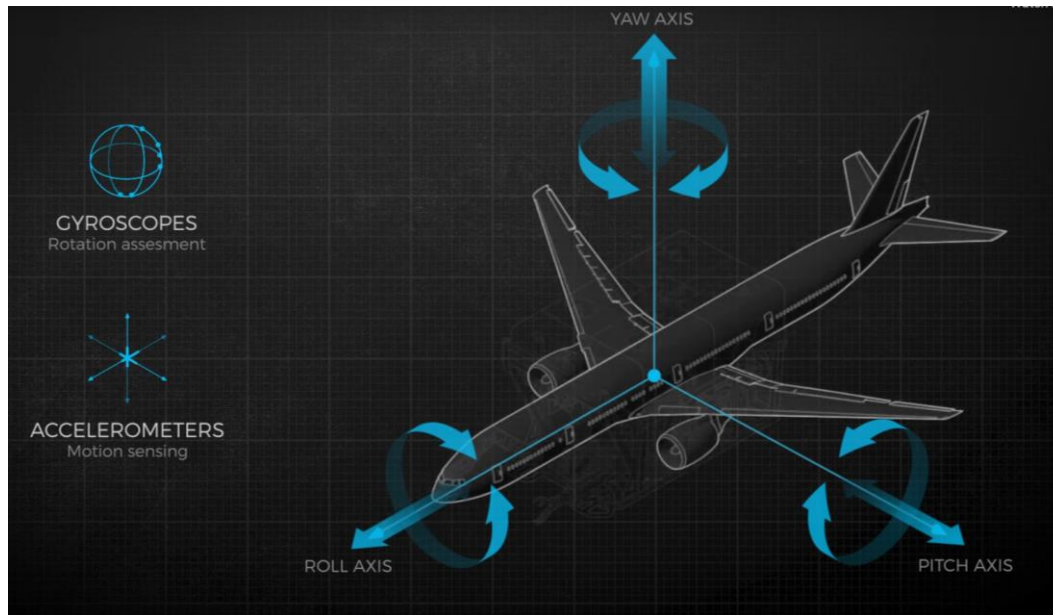
Ghost-writing and editing for global technology magazines

Ghost-writing of science and technology marketing articles for a restricted circulation flagship magazine in the energy sector.

Topics covered include additive manufacturing, robotic sensing, advanced battery technologies, energy transition, remote sensing, machine vision and predictive maintenance.



Creating a 3D animation for a navigation and positioning client



Working from interviews with subject matter experts and background research, we framed the messaging, created the script and storyboard and developed the visuals for this high-quality 3D animation. The brief was to explain the scientific concepts behind fibre-optic gyroscopes and to showcase possible applications.

You can view the animation [here](#)

Helping an engineering company redefine its market offer

We helped this client streamline how it presents its business to customers. Acteon were moving from house of brands to branded house. The aim was to build a strong, high visibility brand.

We created new mission and vision statements and defined the brand language being used to describe company segments, products and services. We also wrote high-level website and brochure content

BRAND REFRESH
VISION AND MISSION STATEMENT REVIEW

OCTOBER 2020

ACTEON
www.acteon.com



White papers on digitalisation and the energy transition



Combining background research and interviews with industry experts, we help describe business challenges and opportunities and connect these with established and emerging technical solutions.

Recently we have ghost-written white papers on the role of digitalisation in the energy sector and the engineering challenges associated with the energy transition.

Why clients value our work

Clients recognise the value that we add to technical business communication. We make complex subjects accessible to non-specialists and decision makers without compromising on technical accuracy.

“You captured both the technical and business aspects of the story to perfection.”

–Sales Director

“The text is crisp and the physics is still right.”

–Senior Research Scientist

“The brochure looks great. I enjoyed working with you and will keep you in mind for future work.”

–Group Marketing Manager

“I appreciate that you have taken time to read our draft and understand it in detail.”

–Product Development Manager

“Thanks for the input and thorough work, always great. I knew we could rely on you.”

–Product Marketing Manager

Get in touch

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“The single biggest problem in communication is the illusion that it has taken place.”

- GEORGE BERNARD SHAW