

VESDA-E VEA Awareness Campaign

December 2020

Overview

To raise awareness of VESDA-E VEA and its unique value proposition within the fire market, a digital VEA awareness campaign will be run for two months starting early December.

Using LinkedIn and Google profiling to target fire alarm companies and consulting engineers/AHJs; potential customers will be directed to the new VEA landing page with a more succinct value proposition focusing on “centralised test and maintenance”, which is the unique value the VESDA-E VEA offers, with the tag line “From here you can be anywhere”.

On the updated page you will see two VESDA-E VEA success stories and access to an e-guide which is “gated”. To gain access to this “gated” content customers must leave their contact details which will feed directly in to NEX as a lead to action.

In addition to the updated landing page and new e-guide we have also updated the following documents to reflect the refined value proposition:

- 29143: VESDA-E VEA Product Brochure
- 22210: VESDA-E VEA Technical Datasheet

Please make sure you use your social networks to promote the new landing page and value proposition of VEA to coincide with this program.

If you need any further information or support regarding VESDA-E VEA please reach out to Vince Koh at Vince.Koh@Honeywell.com.

