

Wotdunnit?

Marine Engineers are an obsessive lot. There's nothing they love more than working out what exactly went wrong when the engine conked out or the ship ran aground.

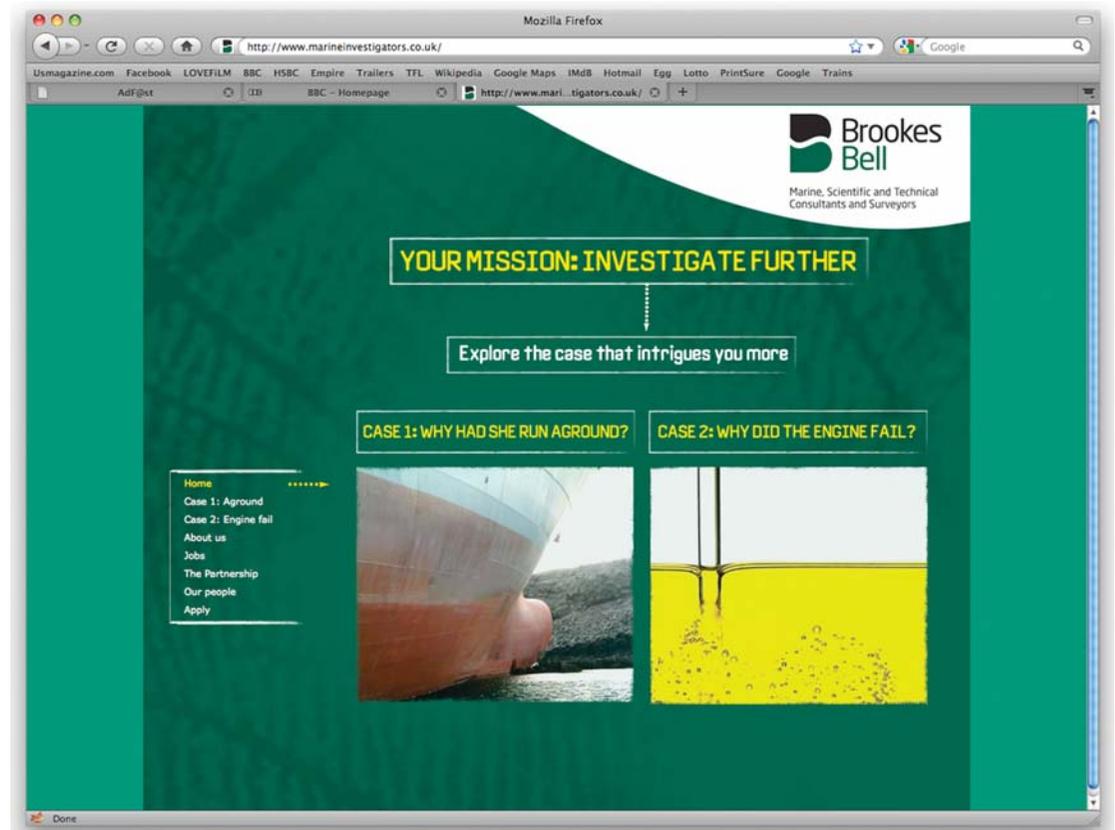
So when Brookes Bell, a firm of forensic marine investigators, asked us to help them recruit experienced engineers and master mariners, we went the puzzle-solving route.

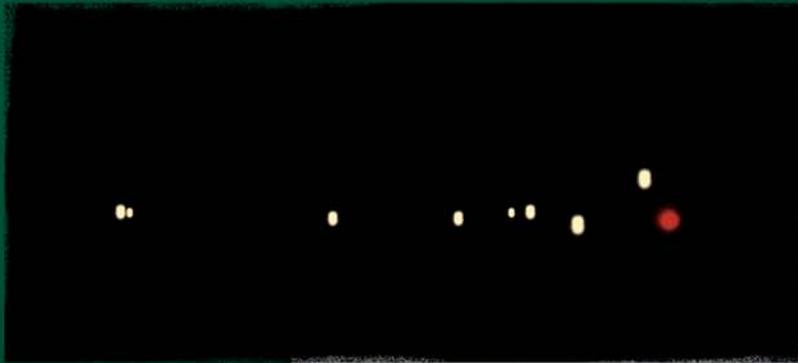
We took clues from two complex real-life cases and turned them into two simple full-page press ads. These drove our budding detectives to a microsite where the full stories were revealed.

The work employed a conservative but informative tone - just right for the niche market. It was as straightforward as it was engaging, and it elicited 740 visits over a 3-week period (547 unique visits) with an average time spent on site of 5 mins 27 seconds and a bounce rate of less than 8.5%: strong results for a niche site in a highly specialised industry.

The press ads are on the following two pages, and the link to the site is here:

www.marineinvestigators.co.uk





WHY HAD SHE RUN AGROUND?

Use your experience as a Marine Engineer or Master Mariner to solve puzzles like this.

A career in marine forensic investigation is both fascinating and lucrative; it's well worth coming ashore and applying your wealth of experience to the many and varied challenges. You may not have heard of Brookes Bell, and for good reason: we are the experts who come aboard when something serious has occurred. Think of us as detectives who investigate and report on often baffling scenarios in the maritime industry. By joining our unique partnership as a master mariner or marine engineer, you will advance your skills and reputation by investigating major incidents anywhere in the world, just like this one. Discover the outcome of this fascinating case, and the career prospects that Brookes Bell can offer you, at www.marineinvestigators.com

faststream
recruitment group

For recruitment please contact:
Tel: +44 (0)23 8033 4444
Email: brookesbell@faststream.co.uk



Marine, Scientific and Technical
Consultants and Surveyors



WHY DID THE ENGINE FAIL?

Use your experience as a Marine Engineer or Master Mariner to solve puzzles like this.

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 **Brookes
Bell**

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