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EMPIRE ENGINEERING

An engineering firm specialising in the design of offshore wind turbine foundations

I structured and wrote the first edition of this 10,000-word report in 2021. I drew on a series of webinars and existing technical articles the company's team had written, filling the gaps by interviewing the relevant experts.

The goal was to create a marketing asset that would be informative to engineers new to offshore wind, as well as those investing in the sector or working in it in a non-technical capacity for the first time. It aimed to show the company's expertise and encourage those interested in the sector to join it.

The first edition was downloaded over 1,000 times and referenced in a number of industry articles and papers. The 2023 edition was updated significantly to reflect technical advances.

Working closely with the designer, we created a series of spreads which could work as stand-alone marketing assets.

Download the report