CASE STUDY | Hydrogen Embrittlement

CLIENT NEED:
Educating industry on metallurgical risks associated with hydrogen embrittlement, especially in lift and hoist operations offshore.

Translating complex materials science into operational awareness

The Challenge

A deeply technical subject required communication that preserved scientific accuracy while informing strategic decisions.

What We Did

We delivered a fast-turnaround, integrated launch campaign combining media relations, executive thought leadership, and social media to amplify impact before, during, and after the event. This was run in parallel with a CEO thought-leadership programme to elevate brand and leadership, underpinning the launch of the new offer.

Our activities included:

- Produced expert-led educational content for engineering audiences
- Enabled trade media dissemination of research-driven insights
- Connected materials science to safety, certification, and infrastructure readiness

Results

Raised industry literacy around hydrogen-related material considerations, supporting safer innovation adoption.

Strategic Impact

Knights MPR enabled highly technical research to influence industry behaviour, bridging the gap between materials science and operational decision-making as sectors prepare for new fuel infrastructures. This work with William Hackett extended to a multi-stakeholder international campaign resulting in research that helped to create a technical report and webinar.