

CASE STUDIES, GUIDES & REPORTS

Portakabin - Liverpool Heart & Chest NHS Foundation Trust

B2B case study / modular construction

Turning a complex eight-week delivery into a persuasive proof story.

THE BRIEF	Show how Portakabin accommodated the very different needs of NHS executives, doctors and administrative staff while delivering a complicated modular building project to an unusually demanding timescale.
MY ROLE	Case-study structure · Interview-led copy · Proof points · Customer quotations · CTA
AUDIENCE	NHS estates teams, healthcare decision-makers and organisations considering modular buildings.
APPROACH	Build the story around the client's challenge, design requirements and delivery constraints; use customer and project-manager testimony to make the claims credible; finish with the operational outcome and a relevant next step.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger case study, guide or report. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / SELECTED COPY

Challenge, requirements and credibility

The case study establishes both the operational need and the complexity of the brief before allowing the client to validate Portakabin's consultative approach.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Accommodating The Different Needs Of NHS Executives, Doctors, And Admin Staff, In A Bespoke Building... All Delivered Within 8 Weeks From Order!

Maximising access to natural light was a key consideration, plus a clear demarcation between the different zones of the building to reflect the different needs of the users.

Nothing was too much trouble for Portakabin, including re-doing drawings with our changes over and over again. Effectively we were designing out any problems in the building before they could occur.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The extract is presented in context to show how the piece combines useful information, persuasive structure and a commercially relevant next step.

02 / SELECTED COPY

Delivery pressure becomes proof

The strongest part of the story is the contrast between a difficult site, last-minute changes and a fixed handover date.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Superb Coordination And Flexibility Deliver A Complicated Project To A Very Demanding Timescale

What would normally have been a 12 week programme had to be squeezed into 8 weeks!

The building was handed over on the Friday, and on the Monday it was fully operational with people at work in their new offices.

END OF COPY EXTRACT

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