

## Client Highlights 2025

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### **Bristow Group**

Heneghan continued to support Bristow Group and its Irish team as it successfully transitioned to delivering Ireland's Search and Rescue (SAR) service for the Irish Coast. Throughout the year, the team managed and amplified key announcements and initiatives, including the launch of Ireland's first search and rescue (SAR) pilot cadet programme and the achievement of full operational capability at Sligo Airport.

### **SYS Financial**

In 2025, Heneghan supported SYS Financial across a series of media initiatives, including targeted pitches and press releases that secured strong national and regional coverage. Throughout the year, our team highlighted SYS Financial's expertise and insight on key issues such as the 2025 Budget, auto-enrolment and Ireland's mortgage market. The year also saw several high-impact interviews, with a standout moment being CEO Tony Delaney's in-depth business profile in *The Sunday Times Ireland*. Expansion continued with the opening of the firm's new Cork office, attended by Minister of State at the Department of Finance, Credit Unions and Insurance, Robert Troy TD.

### **Africa Day**

Heneghan supported the Department of Foreign Affairs in delivering Africa Day 2025, an annual Irish celebration of African people, culture and heritage, marking the foundation of the African Union. Our team provided strategic PR and media support for the flagship event at the Royal Hospital Kilmainham, securing strong visibility. Heneghan also issued regional releases for celebrations across multiple Local Authorities and worked on-site to facilitate interviews and maximise coverage on the day.

### **ERG**

Heneghan partnered with ERG (Euro Refrigeration Group) to announce the launch of E-Clean, its pioneering chemical-free glass-washing system. The campaign centred around a high-profile installation at the Guinness Open Gate Brewery at St. James's Gate, Dublin, providing a standout platform to showcase the technology in a world-renowned hospitality setting. Heneghan secured extensive coverage across key trade and industry outlets and delivered a successful launch event to amplify visibility for the new innovation.

### **National Space Centre**

Heneghan worked with the National Space Centre as it partnered with Amazon's Project Kuiper to establish a satellite gateway at its Elfordstown facility in Co. Cork. Our team drove the public launch, issuing a targeted press release featuring Taoiseach Micheál Martin and securing strong national and regional coverage across technology, business and mainstream media, highlighting Ireland's growing role in future connectivity and the space sector.

### **Embrace**

A new client in 2025, Embrace Homecare Solutions earned highly positive HIQA inspection reports for two of its facilities in Co. Meath. Heneghan turned this success into strong regional visibility, securing an excellent feature in the Meath Chronicle. Our team also supported Embrace's wider growth story, including the expansion of its services, helping to elevate the company's profile as a provider of high-quality support.

### **ABP**

Heneghan continued to work with ABP Food Group across several key announcements and initiatives in 2025. Irish Country Meats' entry into the US market as the first Irish lamb exporter captured national attention and marked a significant moment for Irish exports. Our team also promoted the launch of the ABP Young Farmer Academy, an initiative backed by the Minister for Agriculture to help address the low number of young farmers in Ireland. Heneghan further elevated ABP's sustainability research, bringing new findings from its Co. Carlow demonstration farm to wider attention and highlighting the potential for significant carbon-emission reductions across the beef sector.

### **ATM & Alstom Joint Venture**

ATM and Alstom appointed Heneghan to support their joint venture as they prepared a bid for the renewal of the Luas Operations and Maintenance contract in Dublin. Heneghan announced the JV with a targeted media release and provided strategic support throughout the process, including stakeholder engagement, media relations and public affairs.

### **Greengate Biogas**

Heneghan supported Greengate Biogas through a significant year of growth as the company strengthened partnerships with farmers, policymakers, and industry stakeholders. Our team delivered ongoing communications support, including regular LinkedIn activity, and played a central role in Greengate's community engagement, most notably by planning and executing the consultation event for the proposed Powerstown biomethane plant. Heneghan also supported Greengate's presence at the National Ploughing Championships, where the company participated in a roundtable on the role of biogas in supporting sustainable farming.

### **Electoral Commission**

One of the highlights of the year was supporting An Coimisiún Toghcháin, The Electoral Commission for the 2025 Presidential Election campaign, with the secondment of our colleague Michael Hall to the Commission's communications team. As part of the communications team, Michael worked on a public information and engagement campaign, with a focus on getting young people to register to vote. His work contributed to clear and timely communications on electoral information for voters across the country ahead of polling day.

Secondments such as this strengthen our team's expertise and reflect Heneghan's commitment to public service communications. We are proud of Michael's contribution and grateful to the Electoral Commission for the opportunity to collaborate during such an important national event.

### **The Ireland Funds**

Heneghan supported The Ireland Funds as it opened its Heart of the Community Fund 2025, which provides vital grants to organisations across Northern Ireland and the Republic of Ireland.

The agency promoted the impact of the fund through a series of tailored press releases and images, highlighting the positive work being carried out in communities nationwide and strengthening visibility for the programme.

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If you require assistance, feel free to contact our managing director  
**Nigel Heneghan** - [nigel@heneghan.ie](mailto:nigel@heneghan.ie) - + 353 86 258 7206

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