

PROPEL YOUR BRAND FORWARD

Branding and
marketing in the
maritime industry

SUMMARY

Navigating the maritime market

Be your customer's problem solver

The overriding theme for many years in the maritime industry has been uncertainty, with environmental regulations tightening, global trade tensions growing, and digitalisation and new technologies evolving. This has only been exacerbated by the disruption caused by the coronavirus pandemic. As maritime buyers face ever more complex choices, the perceived risk of making the wrong decision is increasing too.

Buyers are looking for a partner that can help them navigate the changing market. To capture the attention and trust of your potential customers, you must continuously communicate the greater value you provide both to them and the end-consumer. You don't just provide a solution to a technical problem; you help prepare their business for the future.

Engage the modern buyer

With a strong brand as a foundation, your sales and marketing teams must work together to address the transforming buyer journey. The typical maritime customer now spends much more time educating themselves online before contacting potential suppliers. This means you need to translate your brand positioning into engaging, meaningful content that matches every stage of your customer's buying journey.

Cross-Border Communications offers 40 years of experience and a unique understanding of the branding and marketing challenges inherent in the global maritime industry. Here, you will find some inspiration from our maritime client portfolio along with some practical tips for cross-border branding, lead generation and sales campaigns.



COBHAM

SVITZER



EMERSON

NOVENCO

J. Lauritzen A/S

Danfoss

UNIFEEDER

WRIST

BIMCO

Bunker

TORM



SCAN GLOBAL LOGISTICS

Armada Group

NYK LINE

ScanDutch

Case study

MAN ENERGY SOLUTIONS

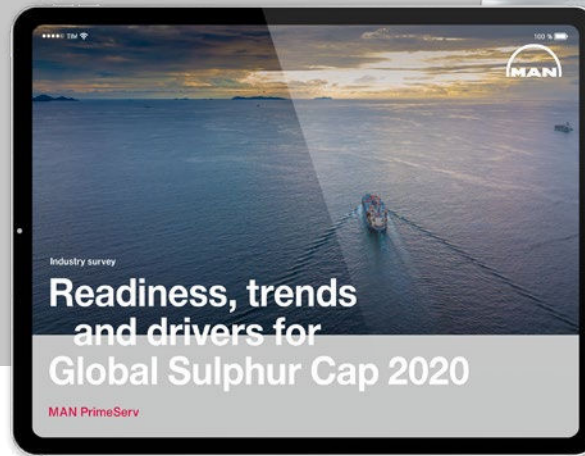
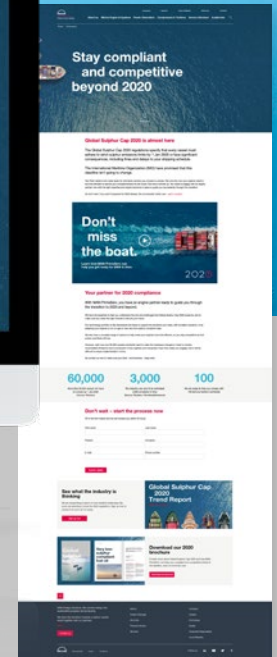
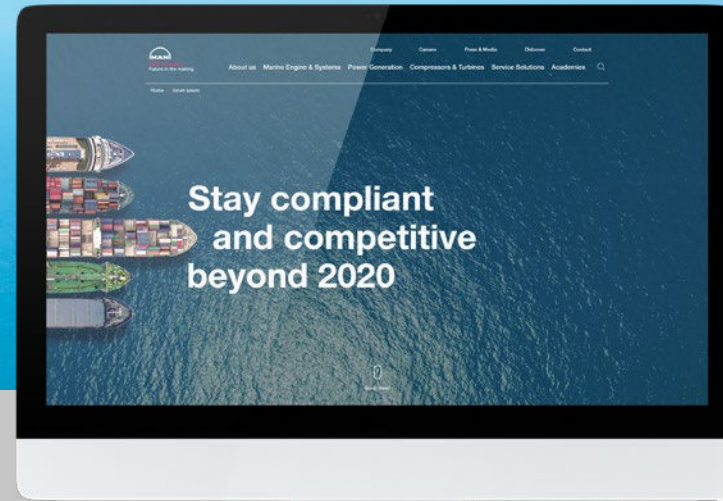
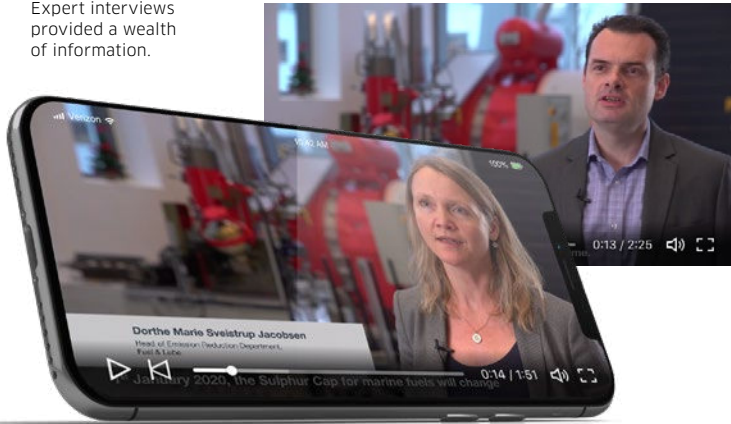
The landing page acted as the hub of the campaign.

With the 2020 Global Sulphur Cap regulations just a year away, MAN Energy Solutions saw an opportunity to create a sense of urgency around the deadline, and to position itself as the engine partner with the expertise and engine solutions to guide businesses through this transition.

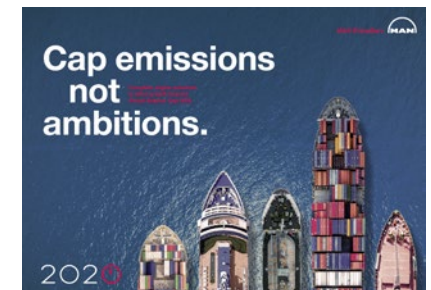
With a compelling creative concept and strategic roll-out plan, the thought leadership campaign succeeded in engaging the industry in the conversation around sulphur regulations, and increased sales by 288% on a key product line.

Based on original research, the industry trends white paper and its insights formed the basis of the campaign.

Expert interviews provided a wealth of information.

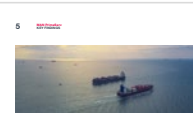


A series of campaign key visuals and headlines were developed to engage different target groups.



A broad selection of decision makers

54%
Share on outstanding benefits or upgrades



2) Fuel challenges are the biggest concern
Respondents were most concerned about fuel challenges (62%), which include availability, compatibility, cost, specifications, and quality. Each of these represent their own list of related issues, not least technical operation for engines, which was stated as the second highest cause for concern (48%). Few organizations have the inhouse expertise or resources to meet these challenges.

3) Different strategies for different vessels
Many owners are preparing a different strategic approach for different vessel types. Parameters such as age, fuel consumption, return-on-investment time, geographic trading patterns, etc., create a different business case which determine the most viable solution. It is essential to understand the pros and cons of each approach to position your fleet and business most effectively.

There is precious little time to comply, given the factors needed for implementation.

Download the M&T
"Global Sulphur Limit 2020 - FAQ" here.

MAN PrimeServ conducted 169 telephone interviews from across the globe. The sample was taken primarily from Greece, although not by any means exclusively, and covered individuals from the technical side of decision making (75%), commercial (2%), and a mix of the two (22%).

BRANDING

Unifying your message internally and externally

Unite your culture behind a strong brand

The foundation for your business is your brand; it provides direction and ensures a consistent customer experience. Your brand unites your business internally and differentiates it externally.

Internally, you need to unite your organisation behind the brand promise you make externally. Your sales organisation (including partners, resellers and local reps) should be able to understand and deliver on that promise.

A clear understanding of your shared mission will improve internal collaboration and efficiency. This is especially true of businesses with a broad brand portfolio, and for brands undergoing mergers or consolidation.

Build a brand that your customers believe in

On paper, your customer's buying process is a rational one. But when making a tough choice between two equally competent suppliers, the ultimate decision may come down to a gut feeling. When it's time to make their purchase, your customer will pay a price premium for a recognised and trusted brand.

To tap into your customer's emotional drivers, you need to prove that your brand is smart, trustworthy and ready for the challenges ahead. The next step is turning positive expectations into positive experiences.

Branding starts with a few simple questions

- Is it clear what your brand stands for?
- Why should customers choose you over the competition?
- Does your brand unite your business internally?



Case study

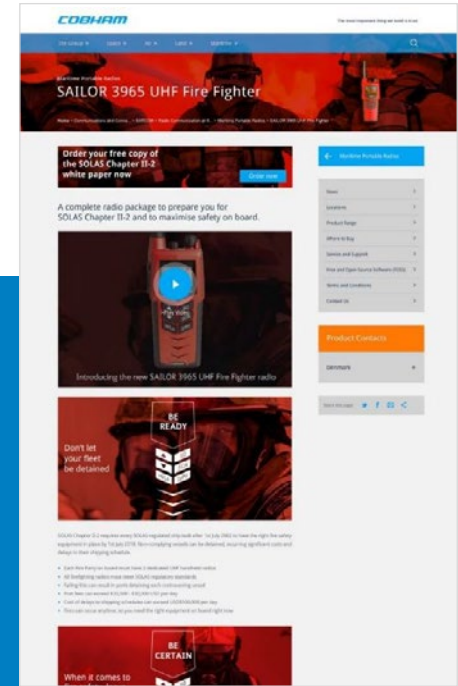
COBHAM SATCOM

5

Cobham SATCOM, a leading technology and services innovator, needed to create preference for its maritime firefighting radio.

The strategy was to use content marketing to influence purchase specifications, with a campaign that centred around two core user missions: viewing hard-hitting video content and downloading a thought-leadership white paper.

In 12 weeks, the campaign created 1,300 indications of a strong intention to buy and a **32% surge in actual sales**. Conversion rates across the marketing funnel far exceeded expectations with a **campaign ROI of 850%**.



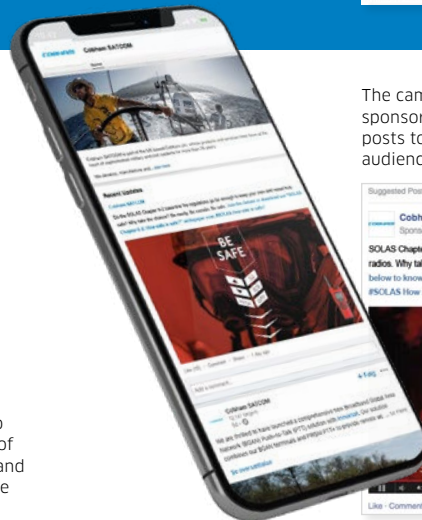
Strategic use of LinkedIn and Twitter helped to create awareness and engagement.



CBC created a digital presentation to support sales efforts.



Posters helped to build awareness of new regulations and preference for the new radio.



The campaign used sponsored Facebook posts to reach a wider audience.



The brochure promoted the creative theme with key information and messages.

Case study

SVITZER

For Svitzer, the world's largest towage operator and part of the Maersk Group, safety is a top priority. The company partnered with CBC to raise internal awareness about safety and create positive behavioural change to reduce incidents and injuries. The immediate focus of the safety campaign was the annual company-wide Safety Day and the campaign activities and themes were extended to promote year-round safety awareness.



Main counter

Vessel search box

Safety news

Regional counters

Educational tool



**STAY ALERT,
STAY SAFE**



The safety counter helped to sustain interest, engagement and awareness. The counter tracks the number of days (hours, minutes and seconds) that pass without a safety incident.

A smartphone (iOS and Android) game called "Shipshaper" provided hands-on engagement with the safety theme.



Introduced on Safety Day, the board game became part of regular safety events held in offices and ports across the globe.



MARKET RESEARCH AND ANALYSIS

Understanding the customer journey

Address the new B2B buyer

The buying process in the maritime industry is changing. Purchase cycles have increased significantly, and buyers are spending more time online researching their potential suppliers before reaching out to sales reps.

Your customers are out there searching for solutions, which gives you the opportunity to engage them with valuable content. By sharing content that supports the customer's decision-making process, you will build relationships, differentiate from the competition, and ultimately drive leads and sales.

Dig into your customer's drivers

In order to provide valuable content at the right time and on the right channel, you need to map the customer journey. Depending on your offering, you may need to know what drives your customer's product development, procurement, maintenance, marketing and management teams.

If you want to be the trusted source of knowledge in your market, you need to conduct research to understand what's really on the customer's mind. Relying on experience and instinct isn't enough anymore.

Taking a data-driven approach to market research will give you a more nuanced picture of your customer's needs and processes, and your brand potential. Conducting qualitative and quantitative market research will help you stay in tune with the market, know where to focus, and prepare your next move.

Research your customer

- Surveys and interviews
- Workshops and events
- Social listening
- Mining historical customer data





Dubai-based GAC is another familiar face in international maritime circles. To sustain momentum and growth, senior management launches a new business strategy every four years – this time, under the theme of “get closer to the customer”. To achieve this, GAC required an entirely new brand communications platform and visual identity that could establish this proposition with stakeholders and build upon the company’s existing, well-established profile.

Global strength to overtake your competition

Your partner in leading performance
Time is short; the competition is relentless. You need a strong partner who can take the strain, and take the lead. GAC delivers the innovation, quality and certainty your business needs across land, sea and air, in ports and offshore. From central Asia to central London, with quality and security guaranteed by personal commitment, in shipping, logistics and marine services, we focus our skills and results on delivering your results. Discover the strength of resources available to your business, and leave the competition behind.

Get there first at gac.com

Find us on Facebook.com/GACgroup

Efficient logistics for a better bottom line

Driving towards increased value
Logistics used to be your enemy but – and you know it – it's now your ally. The bottom line is that it's no longer an overhead cost but a value driver. It's the way you get things done, and it's the way you get things done right. It's the way you get things done through an alliance, which makes a considerable contribution to your bottom line.

Maximise your profits at gac.com

Find us on Facebook.com/GACgroup

Specialist services for fast-track results

Everything you need to deliver
Business is measured in results. Achieve your faster with GAC. Since 1976, we have dedicated ourselves to delivering all your global shipping, logistics and marine services needs. Today, our comprehensive specialist services have been honed to fast-track your business through flexibility, certainty and innovation. They give us the flexibility to adapt certainty to your specific requirements and accelerate your goals across land, sea and air. Discover how our specialist services can help deliver your results.

Accelerate your business at gac.com

Find us on Facebook.com/GACgroup

Bulk up your profits

Streamline dry bulk services, saving time, cost and energy
We help you get things done that others can't. We're the only one who can take the strain, and take the lead. GAC delivers the innovation, quality and certainty your business needs across land, sea and air, in ports and offshore. From central Asia to central London, with quality and security guaranteed by personal commitment, in shipping, logistics and marine services, we focus our skills and results on delivering your results. Discover the strength of resources available to your business, and leave the competition behind.

Maximise your profits at gac.com

Find us on Facebook.com/GACgroup

Complete shipping services to keep your business moving

Alongside worldwide
We're the only one who can take the strain, and take the lead. GAC delivers the innovation, quality and certainty your business needs across land, sea and air, in ports and offshore. From central Asia to central London, with quality and security guaranteed by personal commitment, in shipping, logistics and marine services, we focus our skills and results on delivering your results. Discover the strength of resources available to your business, and leave the competition behind.

Maximise your profits at gac.com

Find us on Facebook.com/GACgroup

A broad range of segment ads were created to build a strong brand profile and communicate customer-centric messages.

Putting your business first

Complete shipping services to keep your business moving

Delivering your strategy

A world of shipping services that revolves around you

An old Arabian saying: "Wah! Allah, A-fah! gharib! gharib!" (O Allah, how strange is the world!) is a reminder of our global reach. We're the only one who can take the strain, and take the lead. GAC delivers the innovation, quality and certainty your business needs across land, sea and air, in ports and offshore. From central Asia to central London, with quality and security guaranteed by personal commitment, in shipping, logistics and marine services, we focus our skills and results on delivering your results. Discover the strength of resources available to your business, and leave the competition behind.

Delivering your strategy

Segment brochures were used to anchor GAC's strengths and services in the minds of specific target audiences.

GAC
Delivering your strategy.

Contract Logistics
Freight Services
Warehousing
International

A corporate film was an ideal way to explain GAC's complex services and value offering.

WRIST



Advertisements captured reader attention with dramatic imagery.



Wrist is among a handful of ship supply companies who can claim to have a global reach. In a highly fragmented market of small local and regional suppliers, Wrist offers its customers a one-stop-shop service.

Under the theme “Just say when” and a strikingly original visual approach, Wrist was able to convey that customers could get as much of whatever they wanted, whenever and wherever they needed it.

Wrist’s new corporate identity more than doubled unaided awareness of the brand from 18% to 40%.



Just say when.

The platform-neutral creative concept integrated seamlessly into digital marketing.



A corporate brochure conveyed the sense of an engaged and responsive company.

CONTENT CREATION AND LEAD GENERATION

Filling the
customer journey
with value-adding
content



Turn data into insight

With a strong brand and solid market research to support you, you can create content that demonstrates experience and industry-specific insights and speaks directly to your customer's needs.

Using content in combination with marketing automation will allow you to generate more leads and move them through the pipeline faster. With digital targeting tools, you can micro-focus on your audience.

Convert opportunities into revenue

Once someone exchanges their contact information for your content, you can quickly determine if they match your lead criteria and keep nurturing them with targeted content until they're ready to engage. With the ability to track the entry point for each lead, you learn more about the buyer journey and can clearly demonstrate the ROI from your branding and marketing budget.

It's essential your teams understand that content marketing is an iterative process which requires ongoing commitment. Tracking and evaluation will allow you to see what's working and what's not, enabling your brand to become stronger over time.



HUNTSMAN

Huntsman Advanced Materials, a division of the Huntsman Group, is a world-leading provider of advanced epoxy, acrylic, and polyurethane-based polymer products. Following a long internal process to clarify the company's strategic direction, CBC developed the "Made Possible" platform as a vehicle for growth and to engage target audiences. Made Possible highlights how Huntsman Advanced Materials is an enabler for innovation that brings its customers' ideas, potential, and products to life, and frames its brand and communications within a unique and powerful visual identity.

Brand guidelines keep the new branding consistent across markets.



Ideas
MADE POSSIBLE

HUNTSMAN

THE PRODUCTS THAT WILL ENABLE TOMORROW ARE TAKING SHAPE TODAY

Our customers depend on constant innovation. Whether it's a faster development process or exciting new technology, we bring their ideas to life.

The campaign uses a distinctive visual style that stands out in a traditionally conservative competitor landscape.

Tomorrow
MADE POSSIBLE

HUNTSMAN

LET'S MAKE TOMORROW A BETTER PLACE TO BE

We take your responsibilities seriously. That's why customers worldwide rely on us to build sustainably into every product and process they create.

Performance
MADE POSSIBLE

HUNTSMAN

MARKET-LEADING PRODUCTS MEET INDUSTRY-LEADING PROCESSES

Our specialist expertise and deep customer insight mean we enable products to perform better, faster, and cost less to produce.

MADE POSSIBLE

Advanced Materials **HUNTSMAN**

QUALITY RESULTS MADE EASY

EPOCAST™ 1645 FR A/B void filler can increase productivity with faster processing times and an off-ratio mix tolerance of up to 40%.

In a fast assembly environment, why make operations more complicated than they need to be? Mixtures to be processed are mixed through well quality, who must then have to increase your inventory management complexity.

EPOCAST™ 1645 FR A/B void filler can increase productivity by up to 15% over other void fillers, and avoid off-ratio mixing tolerance. It also enables safety of process and control of the cure temperature. A long shelf-life helps to simplify inventory management and further reduce costs.

The faster standard void filler can also increase wet product performance. Compared to competing products, EPOCAST™ 1645 FR A/B void filler can provide up to a 20% improvement in strength at cure temperature and up to an 80% improvement at elevated temperatures.

MADE POSSIBLE

IMPACT YOUR MARKET NOT YOUR ENVIRONMENT

MADE POSSIBLE

TAK IN P DEV

DRIVING THE AUTOMOTIVE INDUSTRY

MAKING AIRCRAFT LIGHTER AND MORE EFFICIENT

Our composite resin systems are designed to meet the unique challenges of the automotive industry. They are lightweight, easy to process, and provide excellent mechanical properties. They are also designed to be compatible with a wide range of resins, allowing you to choose the best option for your application.

Our leading composite expertise, broad product range and unique simulation capabilities can reduce development cycles by up to 50%.

Advanced Materials **HUNTSMAN**

LOWER COSTS, FASTER-TO-MARKET WHATEVER YOUR PROCESS

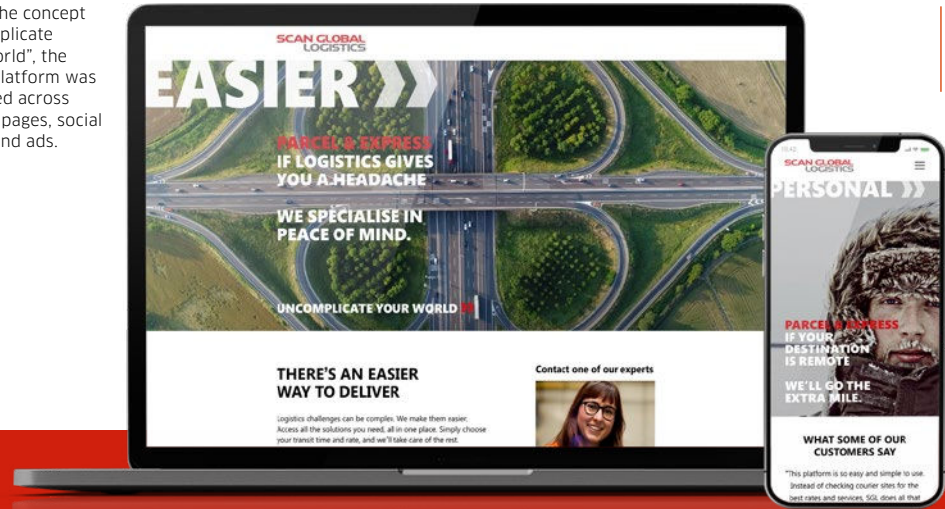
Composite Resin Systems

MADE POSSIBLE

Using the new Made Possible platform, all collateral makes the greater customer value clear.

SCAN GLOBAL LOGISTICS

Under the concept "Uncomplicate your world", the brand platform was activated across landing pages, social media and ads.



Full-service global freight forwarding provider Scan Global Logistics had been through the process of aligning internally on its corporate DNA and virtues. Now it was CBC's task to unfold and activate this DNA externally to build brand awareness. We created a new CVI and brand communications platform based on the concept "Uncomplicate your world" in order to align the global brand and establish its point of differentiation in the market.



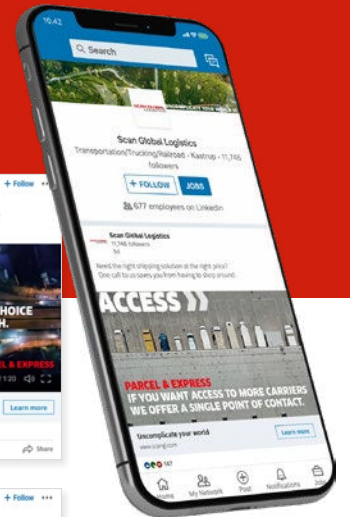
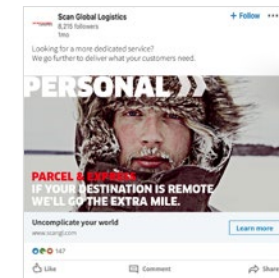
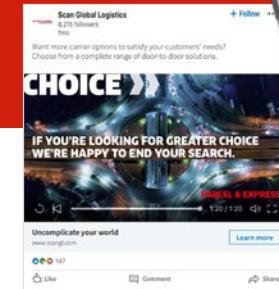
Instead of focusing on "hardware" such as ships and trucks, key visuals showing landscapes and people evoked an emotional connection and a sense of the bigger picture.

UNCOMPLICATE YOUR WORLD >>>

With an updated CVI, including a new logo and brand colours, the design guide helped bring consistency across global markets.



Social media campaigns delivered different messages to different audience segments.



CBC = B2B

A specialist resource for international B2B marketers

Do you need help growing your brand? Do you want to make your marketing efforts more profitable? Our experienced team is ready to help you get there faster.

At Cross-Border Communications (CBC), we combine an international mindset and a creative approach with a deep knowledge of B2B marketing gathered over more than 40 years of experience. We offer a full spectrum of branding, marketing and communications services that will help you engage your audience, boost awareness, generate leads and drive sales.

Our B2B experts in Denmark, the UK and Singapore have been handpicked for their specialised knowledge in international branding and communications. This means you always get an effective team behind your project with no need for long consultation processes.

If you're ready to take your brand and business across borders, talk to us.



“

“When we launched our Global Reach strategy, we needed an advertising agency that knew what globalisation was all about, and what it meant for our brand message and design. CBC did an outstanding job, so when we launched our Global Values strategy we turned to them again. They knew us well by then of course, so the back and forth was even easier – it was like channeling each other's minds.”

Lars Säfverström,
Group President,
GAC



“This product launch was significantly different from anything we've done in the past and represents an important milestone in our wider transformation towards digital campaigns. We've accelerated from having no data and limited connection with this audience, to having a bank of metrics, significant engagement and a clear impact on market demand.”

Daniel Breum,
Director of Marketing and Communications,
Cobham SATCOM



“We turned to CBC late in the planning process for our Safety Day campaign, which was designed to help us strengthen our year-round safety focus. They were able to demonstrate a good understanding of who we are and what we were looking for. Based on this, CBC developed a strong creative and strategic solution for delivering a global safety campaign, supporting our drive for a behavioural change which is crucial to our business.”

Jens Viby Mogensen,
Head of Group Branding,
Svitzer

”

CBC takes you from complexity to clarity to commercial results



Brand development

CBC helps you define the cornerstones of your global B2B brand: a solid brand position and clear value proposition; a strong visual identity; and the Big Idea that makes you relevant and compelling.

Our brand communications platforms, built on 40 years of B2B sector expertise, deliver strategic insight, razor-sharp copywriting, and world-class design.

You need this to:

- Refresh or rebrand your company
- Clarify your brand hierarchy
- Update your digital brand experience
- Create a more relevant identity
- Improve your value proposition
- Align your brand after an acquisition
- Communicate customer-centric messages



Marketing activation

CBC is an international team of dedicated B2B experts who get the complexities of your business and will develop tactical campaigns tailored for your markets and KPIs.

Whether you need greater brand awareness, stronger product marketing, or tighter internal alignment, we help you connect with audiences and increase your marketing ROI.

You need this to:

- Increase brand awareness
- Launch a new product or service
- Reach more customers online
- Get more from your marketing ROI
- Enter a new segment or market
- Secure internal stakeholder buy-in
- Attract new talent



Digital engagement

CBC enables you to drive digital lead generation with high-value content via ABM and marketing automation programmes that deliver the right message, in the right format, at the most influential moment in the buying journey.

Our engagement activities are tailored for your business to create both qualitative and quantitative inbound results.

You need this to:

- Generate more business leads
- Create better quality content
- Find new ways to engage prospects
- Give your sales teams greater support
- Drive and convert online traffic
- Improve your sales activities
- Optimise your online sales

LET'S TALK



If you've got a particular challenge to solve, a target to reach or you're simply looking for inspiration, let's talk.

RALPH KRØYER
Managing Director
+45 35 25 01 75
rk@cbc.dk

Cross-Border Communications A/S

COPENHAGEN
Ryesgade 3B
DK-2200 Copenhagen N
Denmark
+45 35 25 01 60

LONDON
30 Stamford Street
London SE1 9QL
United Kingdom
+44 7963 681880

SINGAPORE
80 Anson Road
Fuji Xerox Towers #11-08
Singapore 079907
+65 96911076

cbc@cbc.dk / www.cbc.dk

