

MARITIME PR

MAKING YOU VISIBLE, VALUED & UNDERSTOOD





The oceans generate over 350 million jobs, is worth \$3.6 trillion a year and provides employment and food security to many of the world's poorest people.¹ According to the Global Marine Trends 2030 report, the volume of seaborne trade will double from nine billion tonnes per annum to somewhere between 19 and 24bn tonnes.

Shipping is an evolving and dynamic marketplace, where the one who shouts the loudest, while listening and delivering to customer requirements, will always out-perform the silent, exceptional player. (Assuming the 'shouting' is relevant and thought provoking of course!)

A strong media profile gives you competitive advantage:

- It makes your talents and achievements visible, findable and familiar.
- It serves as a reminder to your customers of your expertise, authority and credibility.
- It explains the advantage of your approach over your competitors.

It's the combination of the three which is so compelling. Integrate this into your outbound sales strategy, leveraging the collateral and exposure we secure for you, and you have a powerful competitive advantage.

Within maritime, we have a unique and impressive track record.

¹<https://www.imarest.org/all-docman-documents/governance/779-imarest-strategic-plan-2018-2022/file>

INDUSTRY SPECIALISTS:

We understand your market. Over the last decade, we've been working with the IMarEST, RINA, ASV Global, the Bahamas Maritime Authority as well as all the businesses within BMT Group, helping them to develop and deliver their global PR strategy, building their brand profile and credibility.

Key deliverables include:

- 100% strike rate.
- Strategic messaging development.
- Bespoke executive media training.
- News management worldwide.
- Authorship – thought leadership, technical articles, case studies and white papers.
- Media relations – social, trade, national, web, print & broadcast.
- Interview – strategy, briefing and facilitation.
- Event support – messaging, media engagement, press pack.



AUDIENCE EXPERTISE:

We understand your customers motivations and challenges. The pressures of needing to comply with demanding changes in national and international regulations. The challenge of harnessing the opportunities presented by data and emerging technologies while addressing cybersecurity, piracy and skills shortages. All clamouring for attention while you continue to build and maintain important commercial trading relationships.

Because we understand your audience, we can create ideas and collateral that appeal directly to the very people you are seeking to engage with.



STRATEGIC AND METHODICAL:

We are experts at developing and delivering a PR strategy that produces results – we think, we write, we engage, and we deliver – every time.

- We will help you to develop your value proposition and messaging so that you stand out from your competitors. We will produce a PR strategy which aligns with your business objectives and we will train your experts to engage confidently with the media so that your expertise is heard, understood and appreciated.
- We develop campaign ideas to bring your PR strategy to life. We can help you develop and produce White Papers, videos and presentations to support the campaign.
- We will research and draft your industry comment, so your experts don't have to, including your magazine insights, news stories, LinkedIn articles, blogs, thought leadership and case studies.
- We will use our media relationships to place your stories and secure regular presence for your brand in the channels that matter – wherever they may be.

GUARANTEED RESULTS:

We ensure you are visible, valued and understood amongst your customer base – credible, authoritative and omnipresent.



David Loosley, Chief Executive IMarEST
“Lorraine worked with our leadership team to establish a media narrative and provided us with national media training. Energetic, insightful and with boundless enthusiasm she helped us to shape our thinking for our next five-year strategic plan. Challenging and supportive in equal measure, she is a real pleasure to work with.”

Jenni Williamson, Head of Marketing, BMT Group:
“The EC-PR team has consistently delivered high quality coverage in our target press for our global network of 24 companies. Not only have they achieved more than 3 times the amount of coverage than our previous incumbent, they have consistently delivered feature length articles. This demonstrates EC-PR’s market knowledge and its ability to craft content that our target media are willing to publish – insight and experience that is second to none.”



GLOBAL REACH:

We work in your markets and have global reach:

- We are small enough to care; to exclusively dedicate senior resource to attend to your requirements and deliver an outstanding service. But, we are also scalable, currently working with businesses all over the world.

PROBLEM SOLVERS:

We take a pragmatic approach – we understand your pain points and we can help you to resolve them. You have a limited budget and you want to make a difference to your business performance. Our three-phased approach gives you confidence that you will achieve your goals with maximum efficiency and impact.

CALL US TODAY 0203 740 60 80

OUR PROMISE TO YOU:

- Better quality sales leads
- Increased brand awareness
- Credible and incisive thought leadership





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