

TRANSPORT PR

MAKING YOU VISIBLE, VALUED & UNDERSTOOD





The transportation and logistics industry performs one of the most vital services of our modern, globalised and interconnected world. Like many other industries, it is confronted by seismic change with new technologies, new market entrants, new customer expectations and new business models coming to the fore. Such change brings both risks and opportunities.

Those companies with the most compelling stories which answer their customers' needs will undoubtedly take the lion's share of voice over the mute, exceptional player.

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 and, if your story is told well, binds your customers to your business.

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 transport and logistics we have a unique and impressive track record.

INDUSTRY SPECIALISTS:

Over the last decade, we've been working with BMT, the IMarEST and the Road Haulage Association as well as all the organisations involved in sector-specific EU funded R&D projects including CORE¹ and SELIS². We have helped them to develop their global PR strategies, hone their messaging, build their brand profile and increase awareness of their successes.

Key deliverables include:

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

¹www.coreproject.eu

²www.selisproject.eu

AUDIENCE EXPERTISE:

We understand your customers' motivations and challenges. We understand how the demand for sustainable, effective and clean infrastructure is changing the way transport investment is planned and funded. Governments are starting to think more holistically about their long-term infrastructure objectives and the connectivity between energy, transportation and technology. They are also mindful of the balance they need to strike as they implement a low-carbon transportation agenda, while simultaneously striving to shift energy generation towards renewables.

Around the world, uncertainty is rife. Political agendas and social expectations are changing. Global, regional and national institutions are weakening. Power is shifting. And technology is disrupting everything.

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 relationships with the industry press 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.

Richard Burnett, Chief Executive,
Road Haulage Association

“EC-PR provided valuable insights and helped to clarify my view on how to improve the organisation’s communication effectiveness. An essential part of the RHA’s remit is to get the industry’s voice heard – this project got us back on track...”



Phil Thompson, Managing Director,
BMT Ship & Coastal Dynamics Ltd

“The work EC-PR has delivered has been strategically aligned, allowing me to follow the trail between PR output and commercial exploitation and leverage. They have demonstrated excellent technical writing skills and always have a finger on the pulse of our industry.”

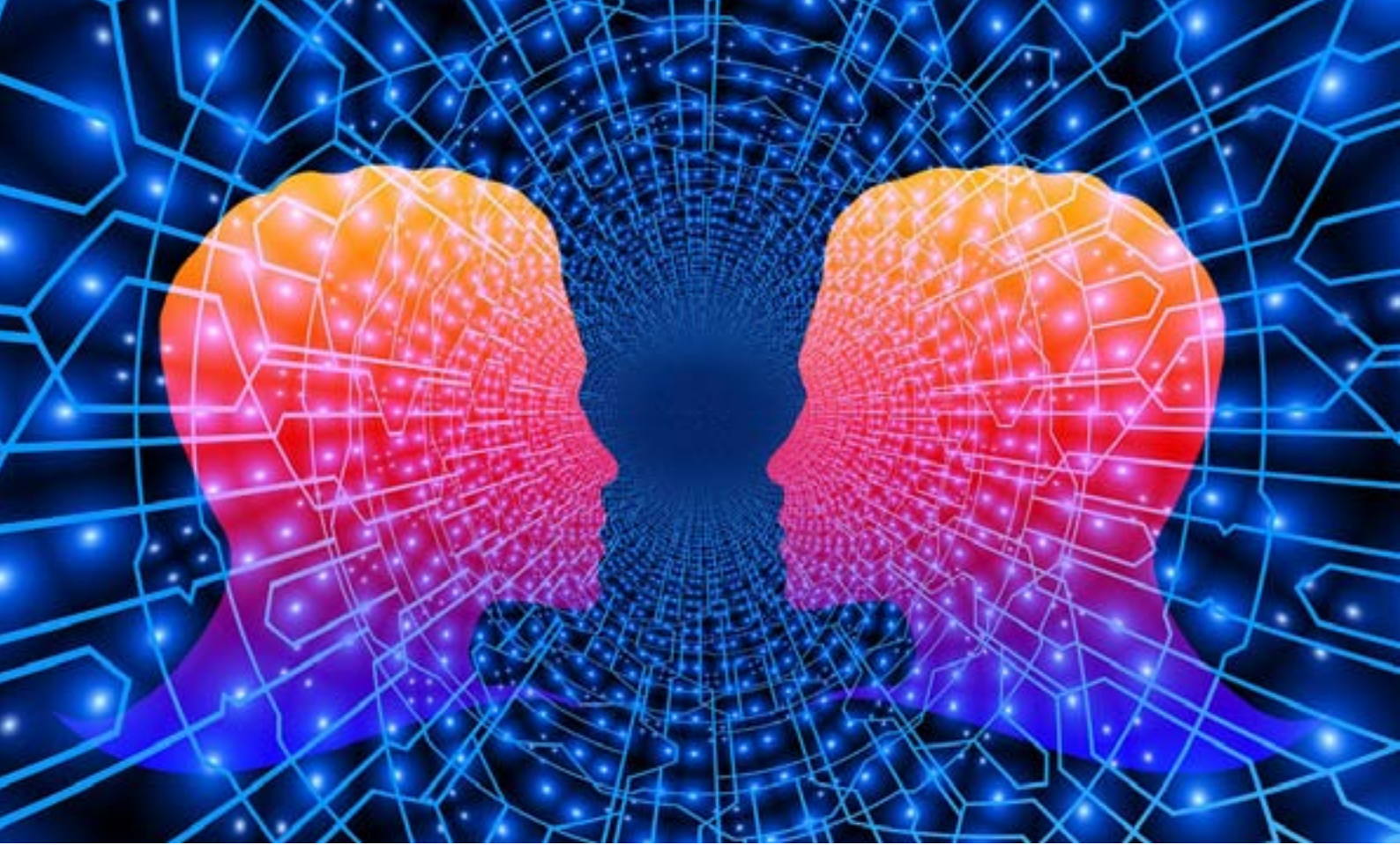
GLOBAL REACH:

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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