



MARKETING SOCIETY AWARDS FOR EXCELLENCE

Category: I

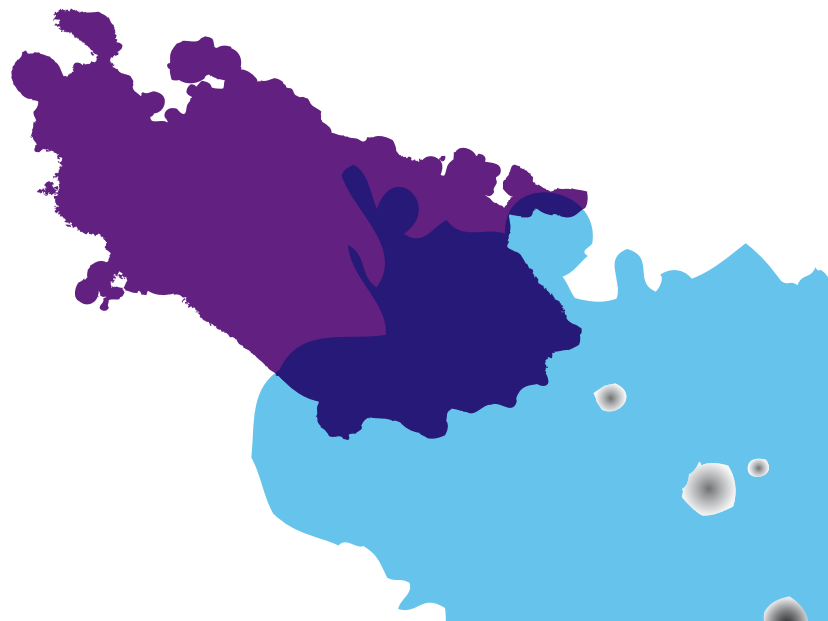
Category name: Content Marketing

Name of campaign: Rubber Stamped!

Client: Trelleborg Marine Systems

Summary: 207 Word count: 1,240

**Please note: This award entry is confidential / not for publication
(due to stock market rules, regulations and client confidentiality)**



Executive Summary

Trelleborg Marine Systems (TMS) is a global engineering firm that designs, produces and installs equipment that protects commercial ports and shipping vessels. Key to TMS' product offer are marine fenders. Comprised of rubber and steel, fenders are a key part of port infrastructure, used to protect both port and vessel from the force of the vessel as it comes to berth.

TMS was struggling to stand out in a marketplace that was all too willing to believe unscrupulous suppliers who were passing inferior products off as high quality, by misusing industry accreditation.

Stein IAS persuaded TMS to take a content-led approach, by investing in research which would fuel a series of thought-leadership assets, which would in turn boost PR and social media activity around the issue.

The campaign was the first for TMS to be managed through Eloqua, a marketing automation platform that responds to users' behaviour in real time.

The content results, campaign results and the PR and social media results dramatically surpassed those we are used to seeing for TMS' campaigns (which themselves tended to be above the industry average).

This content led activity has been a resounding success for TMS, and going forward, content led strategy will form the basis of all marketing campaigns.



Pre-Marketing Position

Trelleborg Marine Systems (TMS), a manufacturer of high quality marine fenders, was seeing an influx of low cost, low quality competitors into the market. Although fender performance and lifecycle vary dramatically based on the type of rubber used, these competitors were using cheaper, recycled rubber and non-reinforcing fillers to cut costs, whilst claiming the same performance as TMS.

Stein IAS was tasked with raising awareness of the importance of rubber quality with a view to getting compound composition built into specifications, encouraging customers and prospects to understand the importance of procuring high quality fenders, rather than buying solely on the basis of upfront cost.

A content driven strategy

The success of TMS' rubber quality campaign was very much a case of quality content and PR leading the charge, with Stein IAS convincing TMS to take a stand on the issue of rubber quality, through thought-leadership, research-led content.

TMS was operating in a market with a strong but ignored culture of unscrupulous suppliers who mislead specifiers by using dubious "certification" from the industry body (PIANC).

Despite PIANC admitting they knew of the issue, and some coverage coming through, nobody in the industry was keen to act. Editors didn't truly understand the issue, and the art of investigative journalism seemed dead, with even the tier one publications printing "me too" propaganda from the very suppliers that were guilty of misleading their customers.

It was time to convince TMS to put their money where their mouth was – and prove the issue beyond doubt. TMS embarked upon a rigorous testing programme to establish the rubber quality of marine fenders from all over the world.

The findings

Cold, hard testing results meant that editors could not ignore the issue anymore. The facts were there: fenders in situ at ports globally did not comply with claimed specifications. Coverage on the issue increased dramatically.

In line with Trelleborg's thought leadership stance, issues-led materials were developed from TMS' testing regime, positioning TMS as the industry experts and, subsequently, the supplier of choice for high-quality fender solutions.

Real-time marketing

The Rubber Specification Campaign was TMS' first through Eloqua, a real-time marketing platform which automatically responds to the actions and engagement level of individuals.

To achieve the objectives of the campaign, we took the prospect through three email campaigns, the content they received at each point tailored to their progress along the "buyer journey".

We started with the thought leadership materials which positioned TMS as an authority on the issue of rubber quality and compound composition. Once a prospect was suitably engaged, only then did they begin to receive more product focused information.

The campaign was segmented depending on the job role of the recipient: port owner / operator, consultant or contractor.



Targeted assets

This campaign features three content assets.



Whitepaper: Are you applying the right correction factors?

A whitepaper and complementary short video about the importance of speed and temperature on rubber performance. These assets were featured in the first outbound email campaign, consisting of 4 x emails sent weekly.

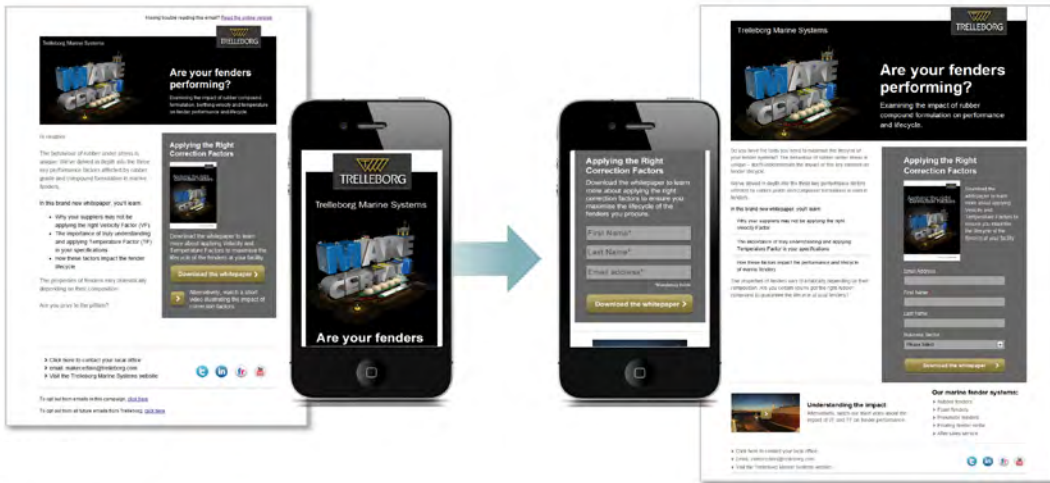
The Rubber Quality Webinar

This webinar nurture campaign was triggered automatically to anyone that downloaded the whitepaper, consisting of 3 x emails sent weekly, commencing 5 days after the download of the whitepaper.

The Rubber Compound Specification

Triggered automatically to anyone that registered to watch the on-demand webinar, consisting of 3 x emails sent weekly, commencing 5 days after the webinar was viewed and promoting a Specification Tool (PDF).

The campaign called for 33 emails (10 per audience, plus a thank you email for each asset) and three landing pages. All emails and landing pages were designed responsively for mobile compatibility.



Bespoke online banners were created for each content asset, drawing users in from outside the campaign and capturing new data through Eloqua form submission.

The breadth of content fuelled a series of thought-leadership blogs from TMS' President, Richard Hepworth and "Meet the Experts" videos were created, introducing the "people behind the projects" at Trelleborg, discussing their role in taking a project from conceptual design through to aftersales care. The trading houses that frequently undercut Trelleborg could not compete.



All campaign content and PR activity was driven to through the MarineInsights social channels: Twitter, LinkedIn and Wordpress.

The Creative

Finally, TMS' creative proposition of "Make Certain" underpinned and supported all communications, compelling the audience to remove any hint of doubt or uncertainty by working with TMS, rather than the unreliable competition.

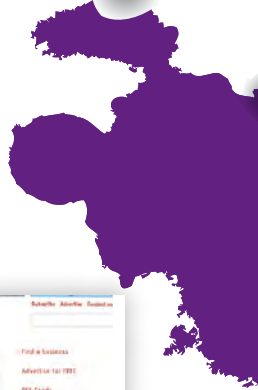
Due to the complexity of the technical subject matter, the PR team researched and developed all the assets, emails and landing pages, as well as copy for online banners, all of which were aligned to the distribution of press materials and social media activity.

Specific marine media were targeted alongside the campaign. The whitepaper formed the basis of a number of comment-led features, by-lined to Richard Hepworth, President of Marine Systems. These opinion formers were pitched to a number of tier one publications such as Port Strategy, Port Technology and Maritime Journal. The more news-focused releases: relevant case studies, the launch of the campaign materials, were distributed broadly to a number of outlets to ensure breadth of coverage as well as quality.

The social media strategy was aligned to the campaign timings, so that relevant materials were promoted to coincide with the campaign.



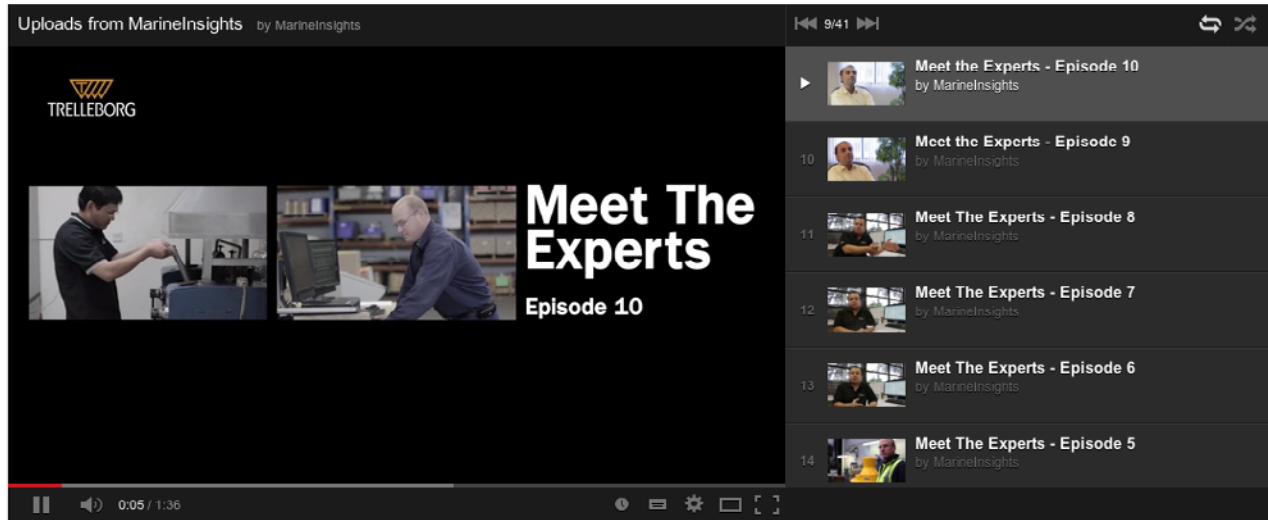
Results over three months



PR results:

Pieces: 35 (15)
 OTS: 130,978 (40,000)

Social media results:



"Meet the Experts" videos views: 1,083 (300)

YouTube engagement increased by 73% over the course of the campaign (5%)

Content performance:

Webinar views: 409 (200)

Animation views: 438 (200)

Whitepaper downloads: 971 (300)

Specification tool downloads: 111 (20)

Campaign results:

Whitepaper campaign

Email Name	Total Sends	Total Delivered	Unique Opens	Unique Clicks	Unique Open Rate	Unique CTR	Unique Form Submissions
Email 1	20111	17599	3792	717	21.55%	4.07%	491
Email 2	17896	16949	2905	303	17.14%	1.79%	175
Email 3	17628	16372	2464	165	15.05%	1.01%	97
Email 4	17409	16198	2376	170	14.67%	1.05%	74

Total Unique Clicks	1,223
Total Unique Form Submissions	856
Overall Unique CTR	6.95%
Overall Conversion Rate	70%

Webinar campaign

Email Name	Total Sends	Total Delivered	Unique Opens	Unique Clicks	Unique Open Rate	Unique CTR	Unique Form Submissions
Email 1	917	906	380	127	41.94%	14.02%	84
Email 2	827	818	266	62	32.52%	7.58%	38
Email 3	779	767	219	47	28.55%	6.13%	15

Total Unique Clicks	205
Total Unique Form Submissions	135
Overall Unique CTR	22.6%
Overall Conversion Rate	66%

Product campaign

Email Name	Total Sends	Total Delivered	Unique Opens	Unique Clicks	Unique Open Rate	Unique CTR	Unique Form Submissions
Email 1	142	142	80	54	56.34%	38.03%	47
Email 2	93	92	42	14	45.65%	15.22%	9
Email 3	75	75	32	10	42.67%	13.33%	8

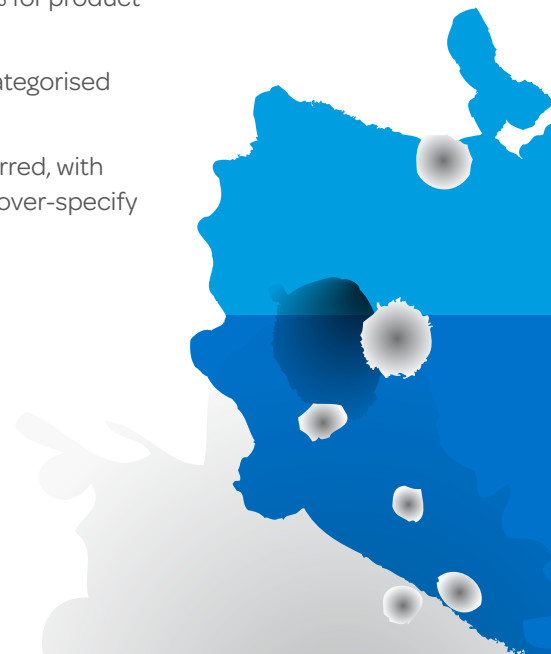
Total Unique Clicks	74
Total Unique Form Submissions	69
Overall Unique CTR	52.1%
Overall Conversion Rate	93.2%

CTR: 7% for whitepaper campaign, 23% for webinar campaign, 52% for product campaign (3 – 5%)

Conversion rate: 70% for whitepaper campaign, 66% for webinar campaign, 93% for product campaign (10%)

Additional profile data captured to enhance database - 55% of database now categorised as a B lead (compared to 2% in April and an objective of 10%)

Anecdotal results from TMS indicate that a shift in the market attitude has occurred, with President, Richard Hepworth stating that customers are now even beginning to over-specify projects, rather than just looking for the cheapest upfront option.



Client Testimonials

“The internal and external transformation we’ve seen since the campaign has been more than we expected or even could’ve hoped for. We’ve started to see clients actually up-specifying projects, price is no longer the deciding factor. Internally, our team finally understand exactly why TMS are the high quality players in the market, and sell accordingly.”

Richard Hepworth, President

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