



ISSUE #2

PROJEKT GRENADIER

Bringing a new car to market

NAUTILUS INTERNATIONAL

Creating a digital platform for members

THE FUTURE IS DIGITAL

A new era for brand publications

AIRBUS

Amplifying the message for a Global service launch

DIGITAL PERSONALISATION

Increasing engagement, growth and profit

**GO-TO-MARKET STRATEGIES
THAT CUT THROUGH THE NOISE**





HELLO

#1 AGENCY

The MTM Agency is a trusted partner to some of the world's market leaders, creating brand experiences that engage them with their audiences. Turn the pages to enjoy some of our stories and the latest experiences we have created that amplify client messages. If you like what you see, let's talk...

MAKING A DIFFERENCE

With tenacity and skill we offer a range of services for go-to-market campaigns, to engage audiences effectively. We plan campaigns using different channels in the most effective way to amplify your message.

OUR SERVICES

BRAND STRATEGY - Developing an effective marketing or brand strategy is all about uncovering the decisive insights that unlock creativity and utilise the cumulative knowledge of MTM and you. Strategy development is most successful when performed in collaboration – between you, your audience and us.

CONTENT CREATION - In a world where everyone's having their say, content needs to work hard to deliver a strong benefit for your business. Whether you're embarking on a site rebuild, aiming to strengthen your existing content or looking for support – we're here to help.

SOCIAL MEDIA - We use a defined strategy, combined with the latest research, trends and analytics to create integrated and engaging social media campaigns that foster a closer bond between you and your audience. So whether it's about sharing your latest innovation or developing a direct channel to listen to your customers, we can help you navigate your way to success.

MARKETING STRATEGY - MTM's marketing teams are experts at delivering exciting, highly-tailored, effective solutions designed to build brand profile, meet individual challenges and provide tangible opportunities to generate sales.

PUBLIC RELATIONS - We believe that dynamic and creative storytelling is how we make sense of the world in which we live. The content we create – and the channels we use to deliver it – is how we encourage behavioural change and deliver on your objectives. Our approach to PR focuses on developing a strategy tailored to reach specific audiences and achieve specific goals, and give you the opportunity to be heard.

EXHIBITIONS AND EVENTS - We design, organise and execute exciting exhibition spaces and bespoke events that build and enhance a positive brand image and generate awareness. We can take the stress out of a process. Whatever you are looking to achieve, rest assured, we have it covered.

BRAND IDENTITY - If you want your brand to reach iconic status, you need an identity that is consistent and unique, and sets an industry benchmark against which your competition will be judged. Well-executed branding should represent your organisation's persona effortlessly; it should reflect the vision and culture of your organisation, and the promises you make to your customers. We can help.

FILM AND ANIMATION - Video can have impact – bringing an idea to life or enabling complex messages to be explained in a way that is both engaging and informative to its audience. Key to creating effective videos and animation is asking the right questions, listening to the answers and appreciating the challenge before we arrive at an exciting creative solution.

DESIGN - We are exceptionally proud of our reputation for bringing creativity to all our design projects. We understand the importance of good brand experiences and how consistency is key to building and sustaining strong, consistent brands with a unique and recognisable identity.

USER EXPERIENCE - Our experts deliver refreshingly visual websites, with a distinctive digital identity, simple user experience and all supported by engaging content.

WEB DESIGN AND DEVELOPMENT - We work with you to define your objectives and understand you and your audience. Only then do we start to create your engaging website. We communicate with you every step of the way and ensure the process is a positive one, from our first conversation onwards.

CONTENT MARKETING - Today, content marketing has little to do with volume and everything to do with value, trust, leadership and understanding. We work with you to create content that truly engages your audience and offers multiple opportunities to reach them. Content is an investment and any investment needs to offer value, we make sure it does.

SEO - Our objective is not only to improve the visibility of your web assets within leading search engines, but to also ensure your visitors are relevant and engaged. Our approach involves Keyword and audience research, site structure and technical optimisation, content strategy and development and using analytics to understand how we can continue to improve site performance.

PPC - We produce data-driven, profitable paid marketing strategies that are creatively planned to achieve maximum results. We can assist in making the most of your advertising spend across a range of search and social platforms to deliver the best possible ROI.

DIGITAL PERFORMANCE STRATEGY - Your digital performance strategy gives your company direction, whilst making the most of your budget and assisting in amplifying results. DPS encompasses UX, technical optimisation, design, CRO and data science.



PROJEKT GRENADIER BRINGING

IT'S THE STUFF DREAMS ARE MADE OF ... DESIGNING AND BRINGING TO LIFE A BRAND NEW OFF-ROAD, ALL-TERRAIN VEHICLE.

Upon hearing about the demise of the Land Rover Defender, INEOS CEO, Jim Ratcliffe, a long-time 4x4 enthusiast and adventurer, decided he would make that dream come true and be the one to bring to life the Defender's spiritual successor.

Fuelled by his passion for the traditional 4x4 – and a pint of beer from the historic Grenadier Pub (hence the name) the project was born.

Like any 4x4, Projekt Grenadier needed to be ambitious and capable, able to face

challenges and surpass them. With these values in mind, the project identity captured the spirit of adventure and began to position Projekt Grenadier as a 4x4 for 'real' off-roading.



A NEW CAR TO MARKET

Projekt Grenadier needed a dynamic digital presence to act as the central location for messaging and to provide updates as the project progressed. It needed an online environment where all facets of the story could be told. It was equally clear that social media would be essential to creating a community of excited and engaged stakeholders who would follow the project's journey and amplify its voice.

The MTM Agency designed and built a project website, which was a central hub, integrating all the moving parts of the process and exuding a community feel for everyone taking an interest in this adventure.

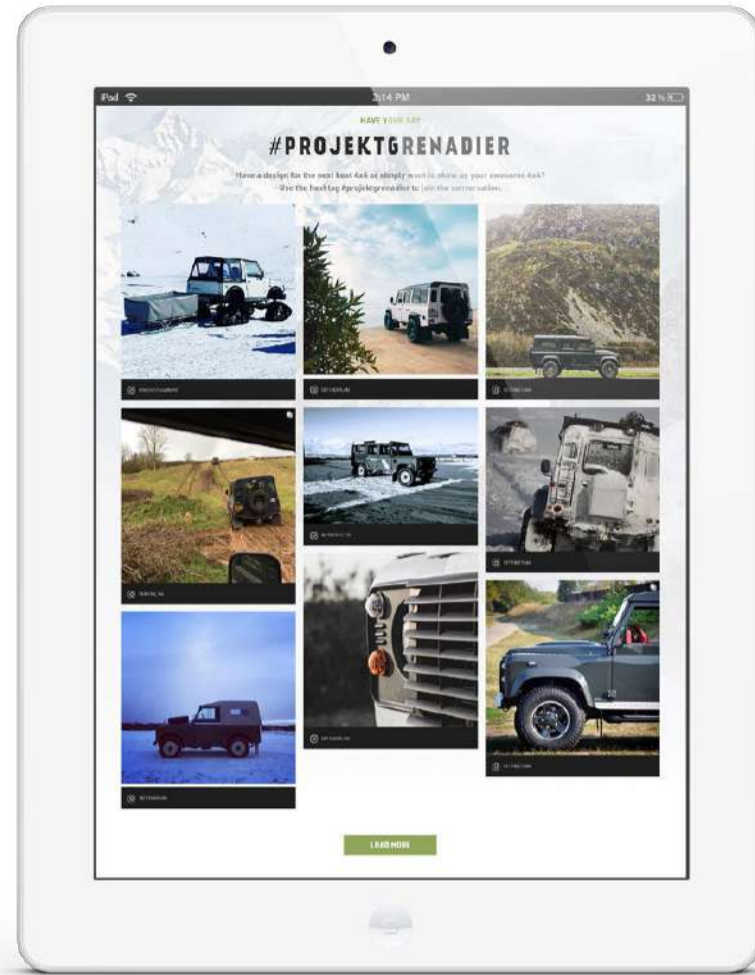
Involvement, interactivity and engagement were key, so the site has several bespoke features, including a speedometer-style timeline where users interact to view significant events in the history of 4x4s, going all the way back to 1893. The timeline explores how 4x4s have featured in the Gulf War, the Dakar Rally, and even three Apollo moon landings!



TANK FULL LIGHTS BLAZING

SOCIAL INTEGRATION

The social media feed on the site uses the hashtag "#ProjektGrenadier" to aggregate user-generated Instagram, Facebook and Twitter posts into a single exhibition. 4x4 enthusiasts were encouraged to post images and engage.



FOR THE LAUNCH, WE CREATED BRANDED COMMS TOOLS, SUCH AS POCKET-SIZED PASSPORT-THEMED LEAFLETS CONTAINING DETAILS OF THE PROJECT LAUNCH, ENRICHED WITH REMOTE IMAGERY AND EXOTIC TRAVEL STAMPS.



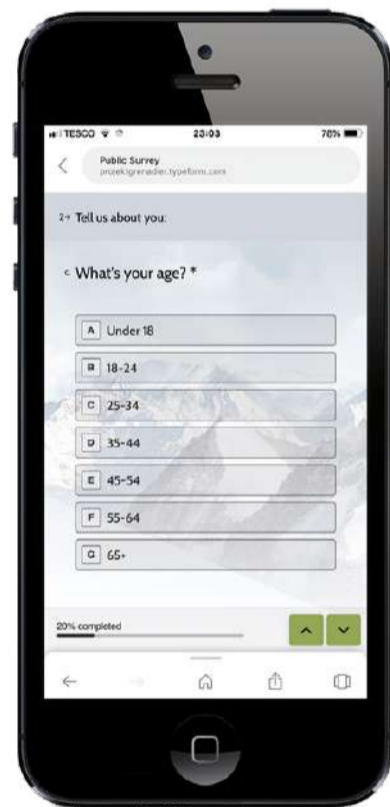
SURVEYS

We integrated a number of online surveys and competitions into the site, gathering critical market insights and generating possible naming suggestions for the vehicle. This tied in as part of our strategy to encourage public engagement, and to develop our understanding of what potential buyers want from a 4x4.

The website CMS (content management system) editing experience is as important as the visual aspects the user sees. With this in mind, we designed the CMS editing to be as simple and highly intuitive as possible. For example, all visual graphic treatments to images are automatic, removing the annoying and time-consuming task of recolouring and resizing images before they are loaded. The process is quick and gives content immediate consistency with the overall look and feel of the platform.

Our support for Project Grenadier continues on a daily basis through the provision of detailed analytics reports and ongoing recommendations for website improvements. By tracking user traffic and analysing the way users interact with the website, we are able to make recommendations on how the design and content can be further improved.

projektgrenadier.com



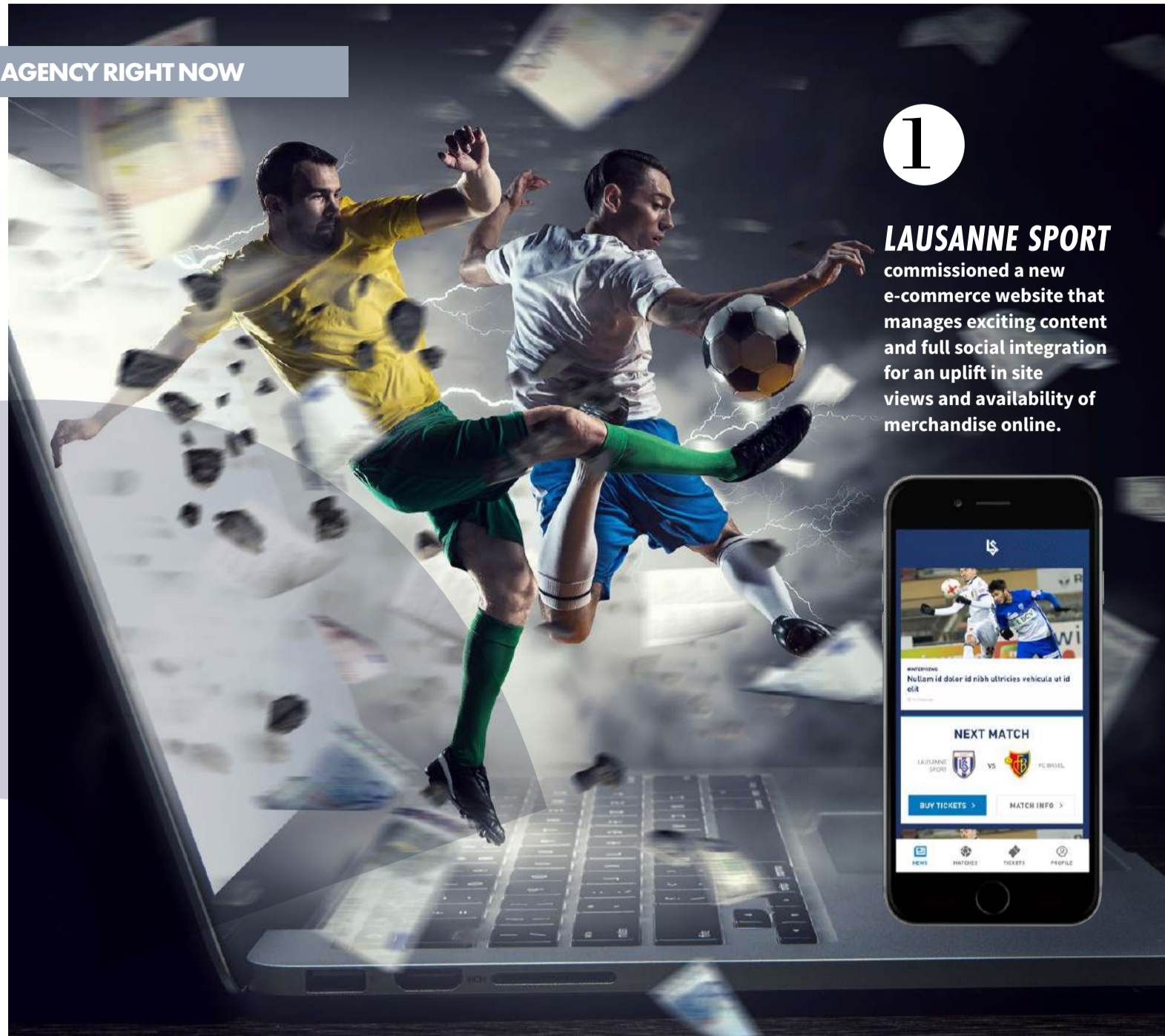
AVERAGE SESSION LENGTH IS
3:22
MINS SECONDS

USERS VIEW
>8
PAGE SECTIONS PER SESSION

AVERAGE SITE BOUNCE RATE IS
<10%

OVER
45%
OF TRAFFIC COMES FROM ORGANIC SEARCH

>43%
SITE-WIDE CONVERSION RATE FOR KEY ENGAGEMENT INDICATORS (NAMING THE 4X4, TAKING THE SURVEY, ETC)



1

LAUSANNE SPORT commissioned a new e-commerce website that manages exciting content and full social integration for an uplift in site views and availability of merchandise online.



3

We create a wave of excitement for **BRITISH MARINE**, amplifying its services to the industry.



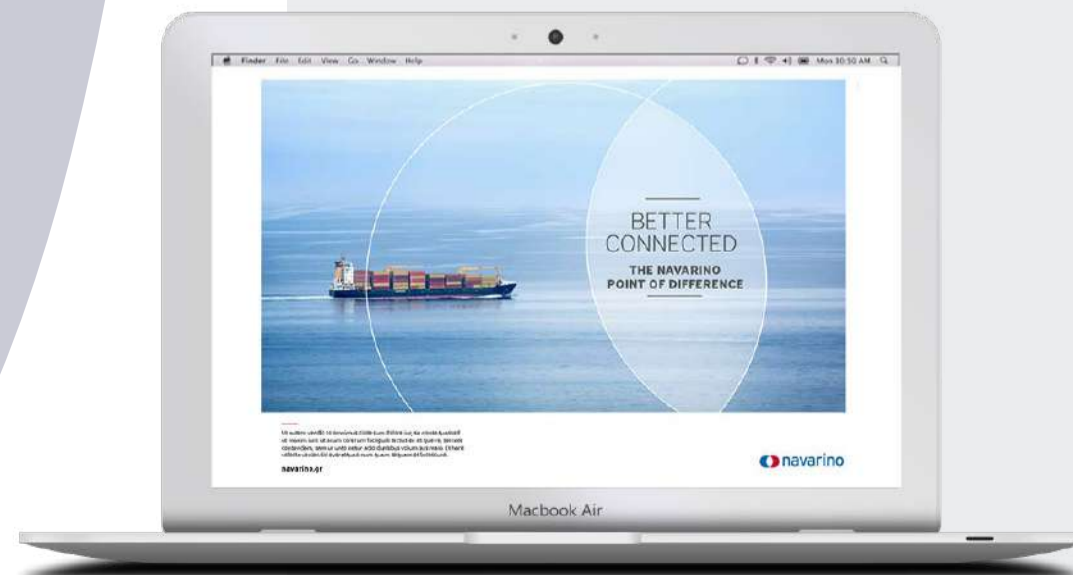
4

PETROINEOS offers a welcome reception and tells visitors the full story.

THE GALLERY

2

NAVARINO enjoys a brand refresh for its maritime security products.



5

KOHLER's product catalogue enjoys a refresh as part of a complete brand comms review.



mtm

**A GREAT SITE, FOR
IN THE MIDDLE OF
THE OCEAN & BEYOND**

NAUTILUS

With over 22,000 members based all over the world – including many at sea – men and women at every career stage are in need of regular information updates and critical support... this is Nautilus International.

We were tasked with creating a digital platform that reflected the unique relationship Nautilus has with its members, that could work on any device and the lowest of bandwidths. It needed to project the organisation's forward-thinking brand and relate the crucial messages of protection and support for members.

The new nautilusint.org began with a journey of discovery. The MTM team, including communications strategists, digital designers and UX (user experience) experts, worked hand-in-hand with Nautilus' leadership team and key stakeholders to understand the union's position in the marketplace, the challenges it and its members face, and the opportunities for growth.

CALLING ALL SEAFARERS, FAST.

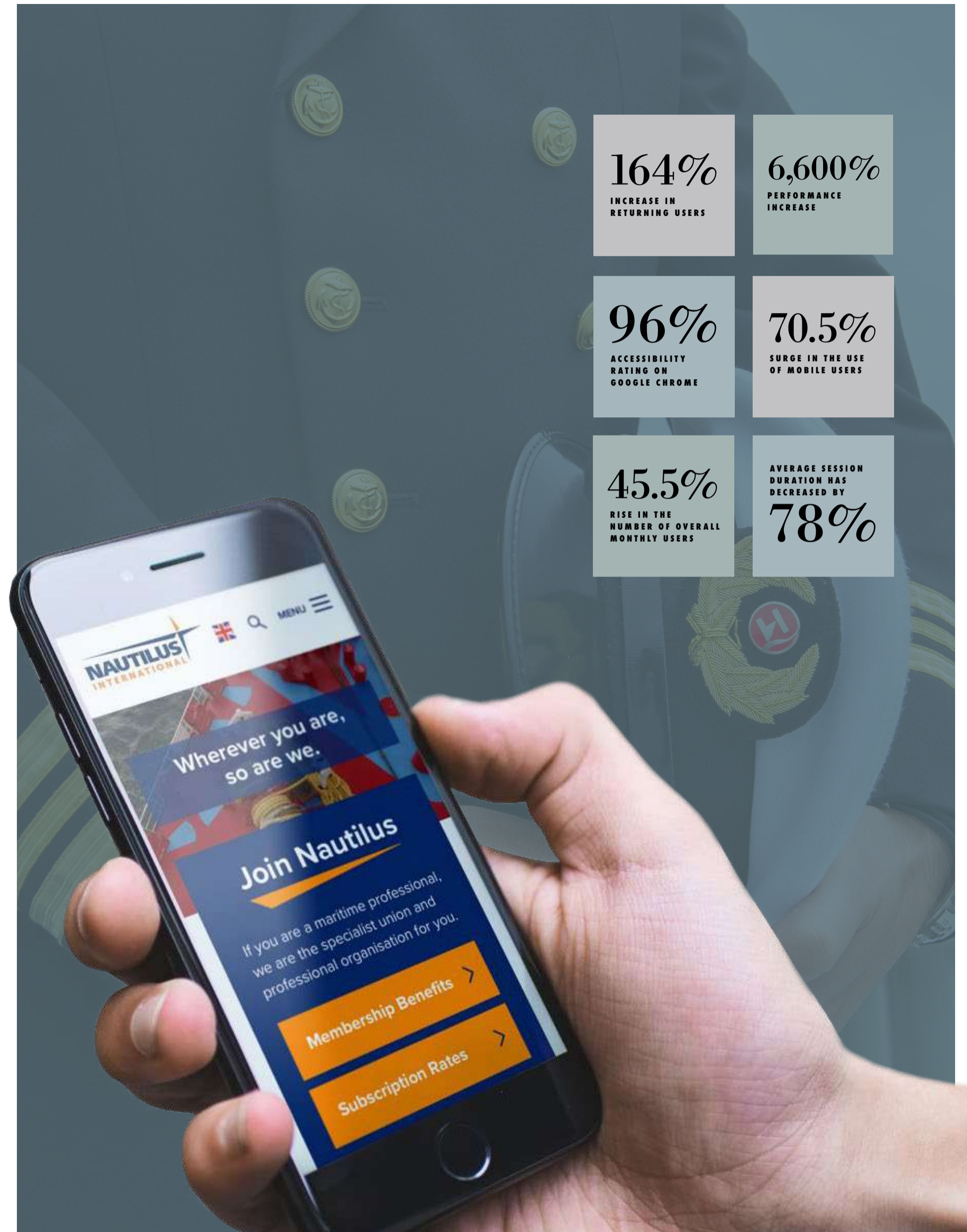
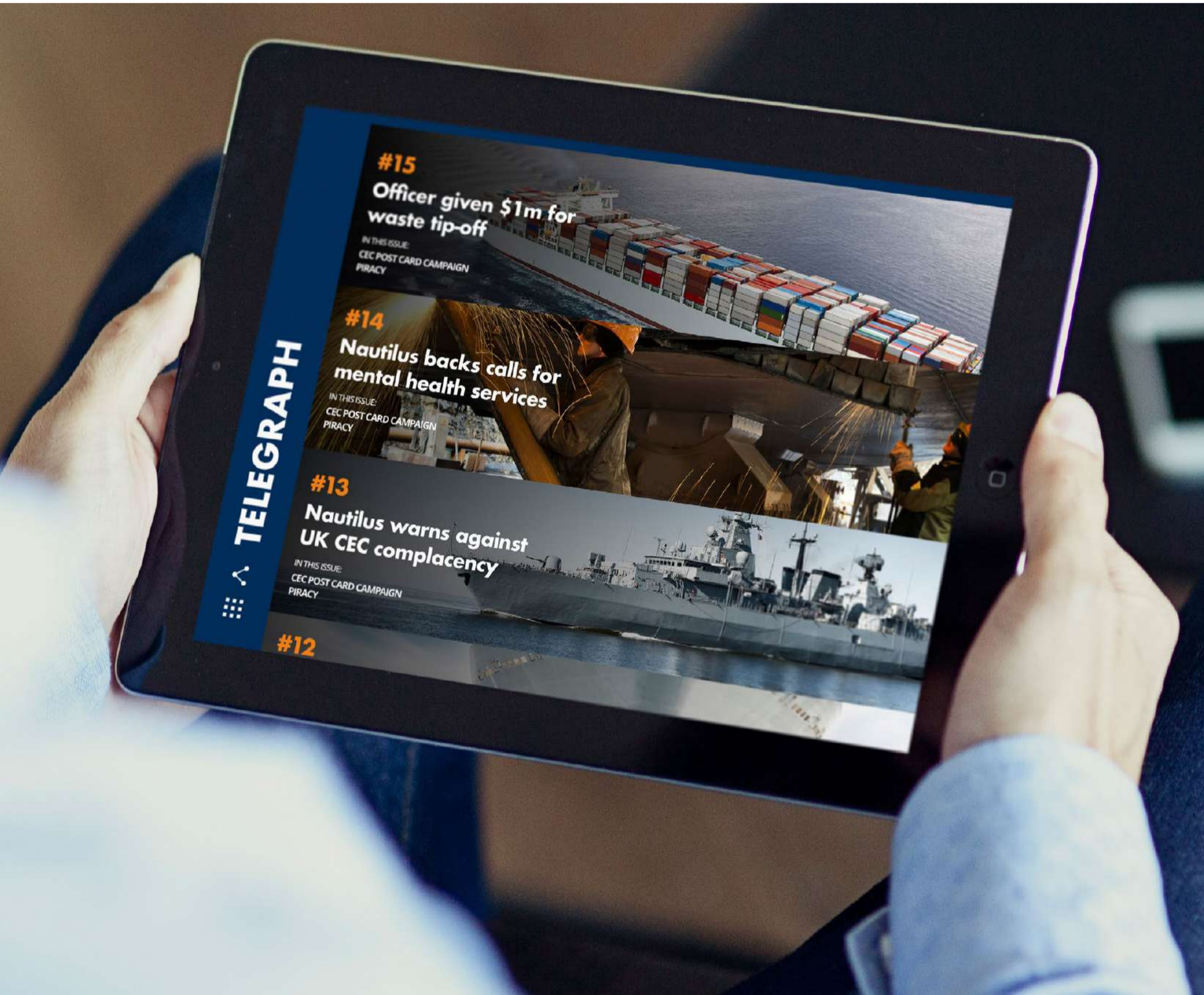
The 'exploration' phase was the most crucial of the entire process; the website had to be user-designed and driven. We interviewed internal teams, meeting seafarers on the ocean and in action, and drawing out an understanding of what they needed from the new Nautilus site. We then ran an online survey through the existing site, which revealed a number of significant findings.

The MTM team has the skills and expertise to design and build any type of digital platform, from .NET to PHP. What we recommend for each client is based on their need and requirements. We took the wealth of accumulated Nautilus knowledge, which led to the selection of Episerver CMS because it fulfilled the technical requirements.

We leveraged the latest 'atomic design' techniques and optimised CSS to create a site that would perform in low bandwidth conditions, whilst still delivering a rich desktop experience.

Our expert team created a site that responded to all the key findings and user feedback. It is clean and clear with simple user journeys at its heart; there is personalisation and fast access to key information. The site is multilingual and multi-regional, it offers a 'best-in-class' membership engine, magazine-style media sections and user engagement at every opportunity.

Of almost equal importance to the user experience was the need to deliver a highly-intuitive back-end editing and management experience that would empower and motivate the Nautilus team. We ensured that the site seamlessly integrated with Nautilus's CRM, Microsoft Dynamics, so member management was slick and painless. The internal team can easily build perfectly designed new pages from scratch, or simply add new content in seconds.



**PEOPLE ARE STILL
READING, ALL
THE TIME, BUT
WHERE, HOW AND
THROUGH WHAT
IS A CONSTANTLY
EVOLVING LANDSCAPE.**

TECHNOLOGY

We all know that the digital era in which we now live has brought about huge changes to the way we consume content. For the brands we work with, that has led to some quite radical changes to the communication channels and platforms they use. People are still reading, all the time, but where, how and through what is a constantly evolving landscape.

The online world may have changed life as we know it but, at heart, we all remain the same: social creatures who want to connect. A corporate magazine should be exactly that: a tool to create and grow a real connection with your audience. It is not a brochure selling products and services or pushing sales. It is a conversation. Using compelling articles and appealing imagery, an effective brand magazine interacts with the reader. Powerful content will engage, entertain, excite and enlighten while simultaneously allowing your business to express its personality. Building a strong brand image and reputation continues to be a driver but subjects of interest create an affinity, a mutually beneficial relationship between business and reader as they absorb the company messages and enjoy doing so.

INEOS's INCH magazine is designed to build this affinity, to give a showcase to the people behind the brand. When INCH was created, INEOS was growing fast, and the magazine was the ideal channel to share stories within and across the business to bring together new people and teams.

INCH became a runaway success and was being shared far wider than the internal audiences it was originally aimed at. It became a vital conduit for disseminating INEOS stories and news worldwide; published in six languages it gives INEOS true global scope.

Moving away from the traditional page-turning brochure and bringing the content into pages incorporated into the INEOS website, they are more enjoyable and easier to peruse. They are also rich content with SEO advantages.

The magazine can be accessed from anywhere on the site, while the articles refer back and link to other site content. The magazine doesn't work in isolation but in collaboration with the rest of the main corporate site. 'Newspaper' elements include an estimated reading time for each article, helping readers to pick and choose content. In addition, multiple issues are available simultaneously and work together, with links to similar articles appearing; content is not neglected and forgotten, it becomes current again.

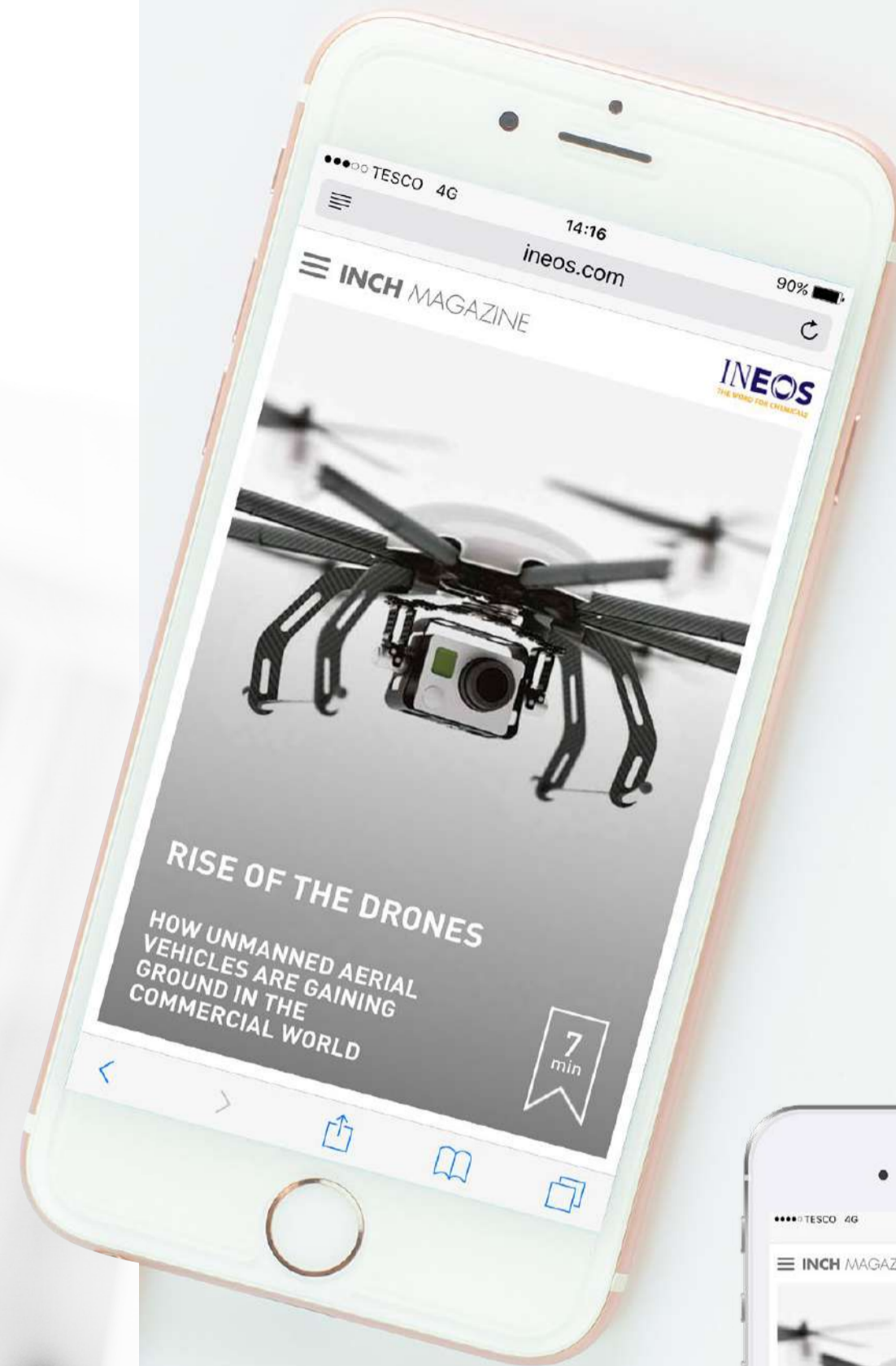
It's not just us who think so. Readers agree. Page views of INCH have increased dramatically. In waving goodbye to the page-turner magazines of the past, reading transforms from a one-way monologue to a two-way dialogue: a conversation between INEOS and its audiences.

THE FUTURE OF ONLINE MAGAZINES

A NEW ERA FOR BRAND PUBLICATIONS



**A CONVERSATION
BETWEEN INEOS
AND ITS AUDIENCES
- AVAILABLE IN
SIX LANGUAGES,
GIVING IT TRULY
GLOBAL SCOPE.
PLUS, IT'S MOBILE
AND TABLET-
OPTIMISED.**

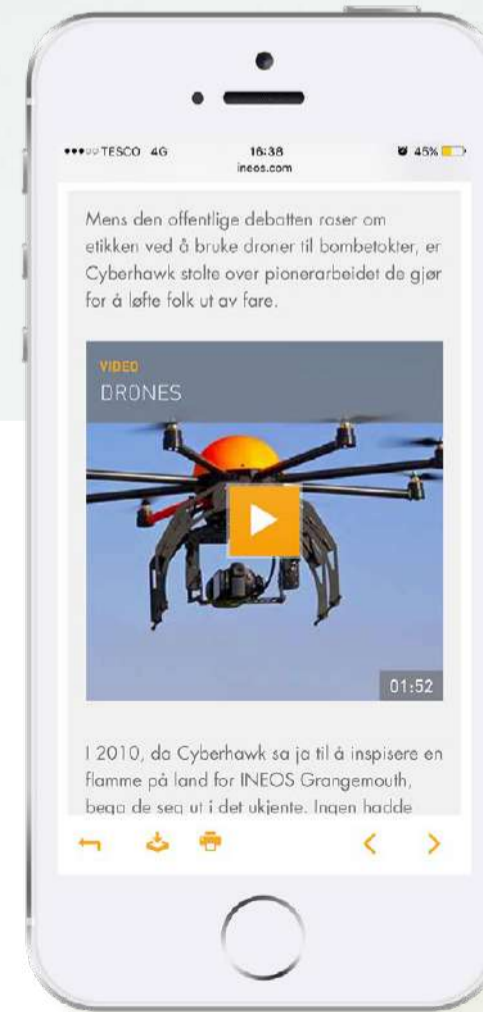
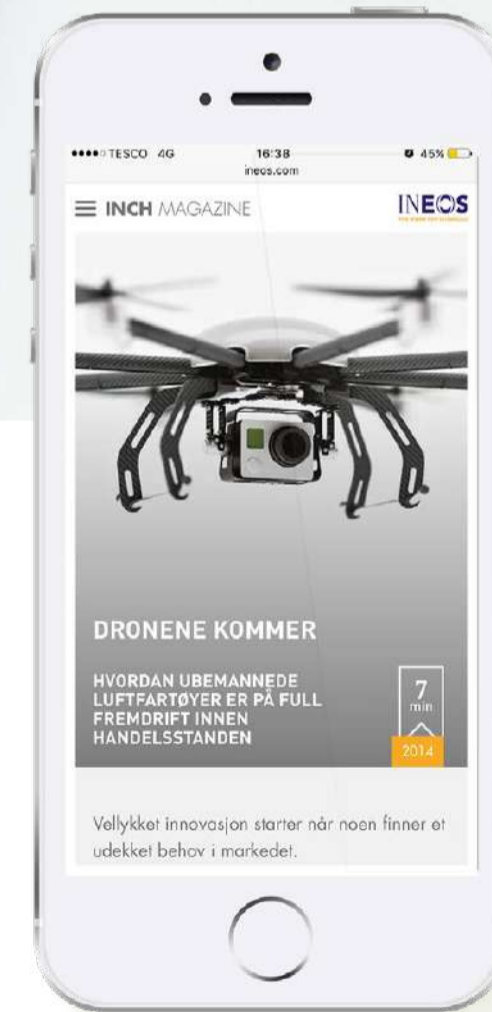


AVERAGE TIME
ON PAGE
2:24
MINS SECONDS

OVER
60%
OF TRAFFIC COMES
FROM GOOGLE

USERS HAVE SPENT
OVER
295,000
MINUTES READING
INCH MAGAZINE

84%
OF TRAFFIC WHO HIT
THE INCH HOMEPAGE
FROM GOOGLE GO ON
TO VIEW OTHER PAGES
ON THE SITE

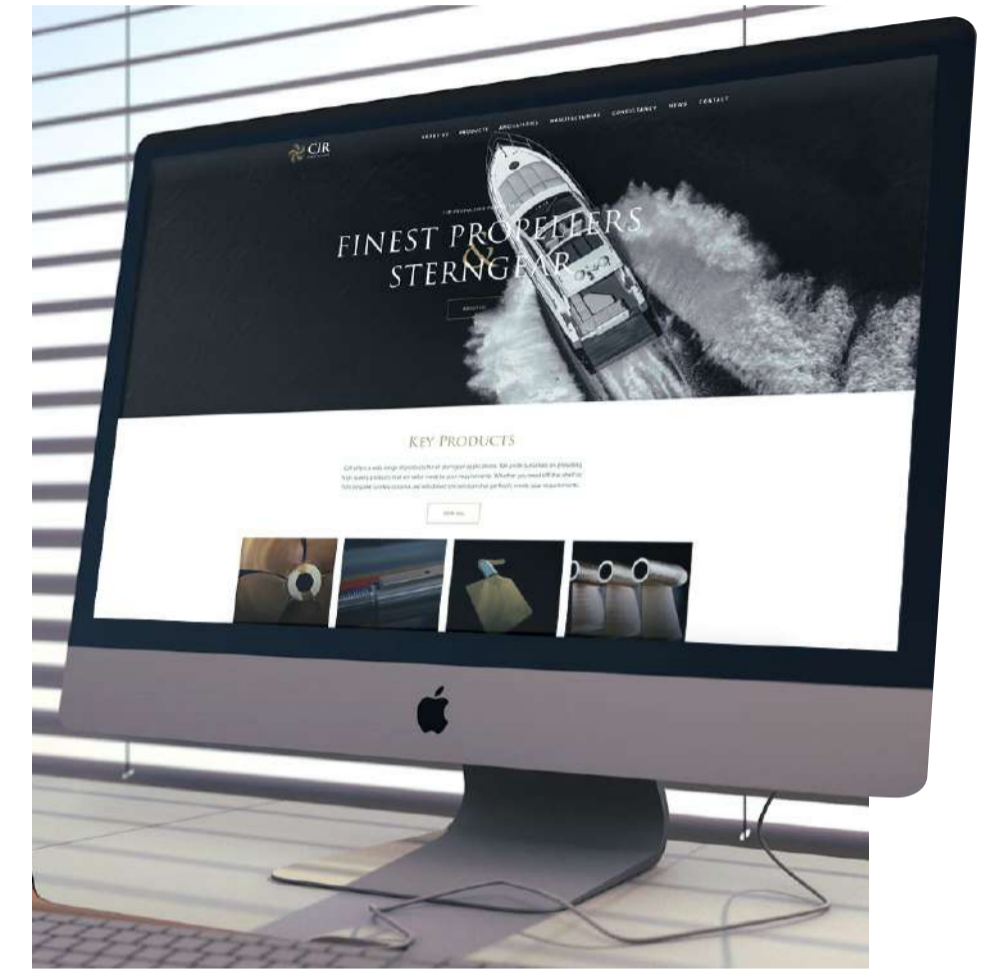


THE GALLERY



8

CJR enjoys a new website with improved UX, coupled with online content aligned with a planned social campaign. Site continues to see month-on-month grow.



7

INEOS From Sienna to Roma - branded for the journey.

6

INEOS re-enforces the importance of IT security with its 17,000 employees around the world, through this striking campaign.



9

KOHLER, standing out from the crowd at its industry's leading trade show.



THE MTM AGENCY

AIRBUS

HOW WE AMPLIFIED THE MESSAGE FOR A GLOBAL SERVICE LAUNCH

Airbus Defence and Space. These words conjure up images of interstellar exploration, jet-powered rockets, secret intelligence and stealth technology. All things that are undoubtedly a part of Airbus' illustrious heritage. And, with the Defence and Space division's Geo-Intelligence programme, the connection between Airbus and life above earth is stronger than ever.

Airbus Defence and Space's Geo-Intelligence product line uses a constellation of advanced satellites to supply customised images and data relating to terrestrial activity all over the world for a number of industries.

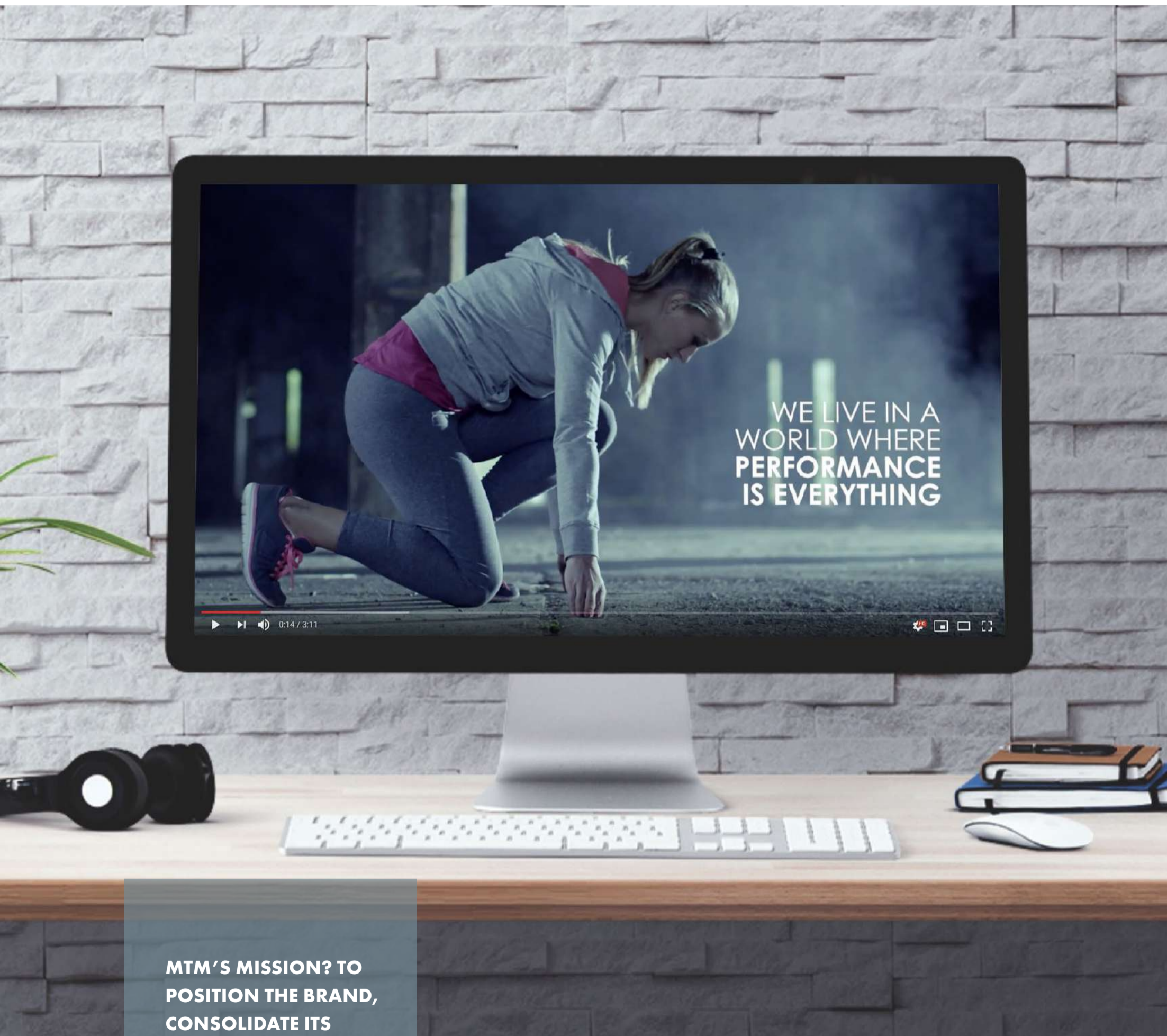
When Airbus Defence and Space approached us, they knew that their audience had been left confused by previous mergers of former divisions and a number of name changes. They wanted to explain the full extent of Airbus Defence and Space's intelligence capabilities, its experience in the oil and gas industry, and its heritage. Our brief included a desire to build trust and fortify the relationship between the company, its clients and supporting partners; and also to create new opportunities for growth.

Through a fully integrated, co-ordinated campaign that includes print and digital media channels, events and exhibitions, conference graphics, presentation templates and business literature, we created the opportunity for Airbus to be seen and heard in the right places.



**OUR BRIEF COMMUNICATED
THE NEED TO BUILD
TRUST AND FORTIFY THE
RELATIONSHIP BETWEEN
AIRBUS, ITS CLIENTS AND
SUPPORTING PARTNERS;
AND ALSO TO CREATE
NEW OPPORTUNITIES FOR
GROWTH.**

BRAND EXPERIENCES TO BUILD TRUST



MTM'S MISSION? TO POSITION THE BRAND, CONSOLIDATE ITS IDENTITY AND DRIVE BRAND AWARENESS.



I SEE MTM AS AN
EXTENSION OF OUR
MARKETING TEAM
AND WOULD HIGHLY
RECOMMEND THEIR
SERVICES.

Charlotte Ward
Group Marketing Manager

INCREASE IN VISITORS BY 200%

HELPING BRAEMAR CONNECT WITH MARITIME PROFESSIONALS GLOBALLY

WHO IS BRAEMAR? - Braemar Shipping Services PLC is an international provider of services to the shipping, marine, energy, offshore and insurance industries.

THE CHALLENGE - Following a number of acquisitions and a period of internal restructuring, Braemar launched a search to find a new digital and marketing partner. The leading marine and energy business required an integrated agency partner to help position the brand, explain the group's broad offer and develop a closer bond between the business and its audience.

THE SOLUTION - The MTM Agency performed a series of user experience and stakeholder workshops to understand the needs of each identified audience group – ensuring the final design met the needs of the business and its customers.

With this intelligence in hand, designers created a brand platform that was modern, visually appealing and universally accessible. Key features of the design include a video background to the homepage, a comprehensive contact database for Braemar's 700-strong team, and a global locations tool that links Braemar's sites with the relevant personnel and services on offer.

RESULTS - The site saw a significant increase in visitors with numbers swelling by more than 200% in the three months following launch. Time on site greatly increased too. However, the most encouraging statistic proving relevance to visitors was the 70% drop in the site's bounce rate.



WHAT IS DIGITAL PERSONALISATION?

INCREASING WEBSITE ENGAGEMENT, GROWTH, AND PROFIT WITH USER PERSONALISATION.

Digital personalisation is what helps you to build relationships with your target audience, providing them with relevant and engaging content that is tailored to their wants and needs.

Personalisation allows you to select the content for your visitors based on certain categories such as age, location and known personal preferences. Using personalisation as a strategy allows you to serve the right content, to the right person, at the right time.

WHY SHOULD YOU CARE ABOUT PERSONALISATION?



WHAT DOES IT MEAN FOR CONTENT TO BE PERSONALISED?

Personalised content has been modified to deliver relevant messaging at the right moment in the customer journey. The content can be adapted in order to be served to different target segments, making it relevant and useful to the user.

Where there used to be assumed user journeys that customers travelled through, advances in multi-visit, multi-device analytics have shown customers can enter the journey at any stage in any order when completing by making a purchase or triggering a conversion. The need for personalisation is higher with customers at different stages of the journey. This content can be tailored to reach them at each stage, to help drive a conversion.

WHERE DO I START?

Step one is to consider your campaign goals and objectives. From here, you can decide how to segment your audience in a way that will provide value. Keeping it top level, segment your audience without narrowing down your reach. Adding categories such as age, location, budget and more can help tailor your content to specific audiences.

At MTM, we can provide strategic and consultative research into your audience to help develop segments that add value and are worth targeting.



**360° GOAL-DRIVEN CAMPAIGNS
CAN BRING
TO**

***YOUR PRODUCTS
MARKET***

**THE LAUNCH IS AN
IMPORTANT TIME**

The MTM Agency's many years of experience ensures we understand your markets. It also means that we have built active, personable relationships and understanding with relevant global media, opening doors for you to be seen and heard in new territories with new audiences. Let us create your next go-to-market campaign.



**AT THE RIGHT TIME
AND IN THE RIGHT
PLACE. WE MAKE
SURE YOUR MESSAGE
IS HEARD.**

TOGETHER UNSTOPPABLE

LET'S CUT THROUGH THE NOISE

GOAL-DRIVEN MARKETING

We start each project by defining specific project and business goals, such as increasing leads, awareness or customer loyalty to name just a few. Once we implement a campaign, we track, monitor and optimise through testing and audience segmentation. Our campaigns will amplify your message so you are heard in your markets.

DRIVEN BY CREATIVE

Excellent creative work is at the heart of what we do with a 360° marketing approach to all our projects. We start with a core idea and then create assets around the user journey and the brand touchpoints that are necessary to drive outcomes. We think great creative isn't an option. It's something we obsess about.

HIGHLY AGILE

Our clients love us for our agile approach to client service. You will have a core project team that brings in specialists when required, ensuring a consistently high level of service. Time and time again.

EXCELLENCE

We have a reputation for the highest standard – all of our processes follow a proven delivery framework.



Head office
Saxon House, Saxon Wharf
Southampton, SO14 5QF, UK

Berlin office
Sony Center
Potsdamer, Platz 10785
Berlin, Germany

+44 (0)23 8021 5399
info@themtmagency.com
www.themtmagency.com

© The MTM Agency 2019