

mtm



#FNBOOF0#

## ARKSEN

Bringing Arksen's new Explorer Series to life through media engagement and a shipyard visit programme

## PROMARINE

Solidifying Promarine's position across the marine mortgage sector

## FAIRLINE

Engaging an audience during the COVID-19 pandemic

## BRITISH MARINE

Driving a 4000% ROI through PR for its Summer on the Water campaign

## VIRTUAL REALITY

Time to be excited by the opportunities that VR has for your business

F//LINE33

**HERITAGE AND EXPERIENCE  
IN THE MARINE INDUSTRY**

# Insightful Transformative Innovative Trusted



**WE ENSURE THAT BRANDS TRANSFORM, GROW AND STAND OUT IN CROWDED MARKETS TO MEET THEIR BUSINESS OBJECTIVES. WE DO THIS BY CREATING INTELLIGENT, EXCITING AND UNIQUE IDEAS. WE HAVE THE EXPERIENCE TO EXECUTE CAMPAIGNS EFFECTIVELY.**

We continue to position The MTM Agency for the future; with the resources, capabilities and experience required to deliver our integrated offering with agility and prowess - helping our clients cut through the noise and realise their objectives in our ever-evolving world.

We have brought together the biggest and most talented team we've ever had, attracting more strategic thinkers and high-calibre specialists, with the

knowledge and insight to add real value. Our integrated offer is structured to support our clients' changing needs, leveraging the latest digital technologies, channels and opportunities, and ultimately delivering a positive ROI. We love the brands we are trusted to work with, the moments we're a part of and the campaigns we create. So if you'd like to meet the team and hear how more about how we work, get in touch, it'd be good to hear from you.



# Our marine expertise



Yachts & superyachts  
Powerboats & performance  
Shipping & logistics  
Rigging systems

Marine electronics,  
navigation & equipment  
Engineering, propulsion  
& systems

Offshore & energy  
Commercial  
Fishing  
Paints & finishes



**Our in-house team of marine sector specialists have decades of collective experience in developing and executing engaging communications strategies that deliver real cut-through and ROI.**

Our approach works because we take the time to fully understand the opportunity, the audience and the challenges. Working with global marine brands, and covering the full spectrum of marketing services, we have been responsible for countless campaigns.

Our team is comprised of public relations professionals, graphic designers, content writers, digital marketing and performance experts and strategists.

From intimate private press events to fully integrated marketing communications programmes incorporating sea trials, customer events, marketing collateral and a host of campaigns dedicated to driving sales, we can demonstrate the right results across the board. Event and exhibition support is a particular area of strength for the agency, with experience managing activity at shows, including Cannes, Southampton, Monaco, Miami, FLIBS, METS, Genoa, and Boot Düsseldorf.

# Our points of excellence

Customer and brand experiences

... across multiple touchpoints

1

## Highly agile – fast to respond – fast to deliver

Our clients love us for our agile approach to client service and delivery. You will have a dedicated project team across PR and social media, ensuring a consistently high level of service, and backed by the commitment of the agency's senior management team.



2

## We know your product and understand your audience

Whether your audience is in pursuit of sailing and boat performance or superyacht experience and lifestyle, our recognised marine photographer Joe McCarthy's experience shines in every alluring film and image, capturing the moment and product excellence.



3

## PR and content strategies to engage and influence your audience

We are experienced in developing strategies for efficient and consistent use of content in social media, digital, PR and film for governance and ROI.

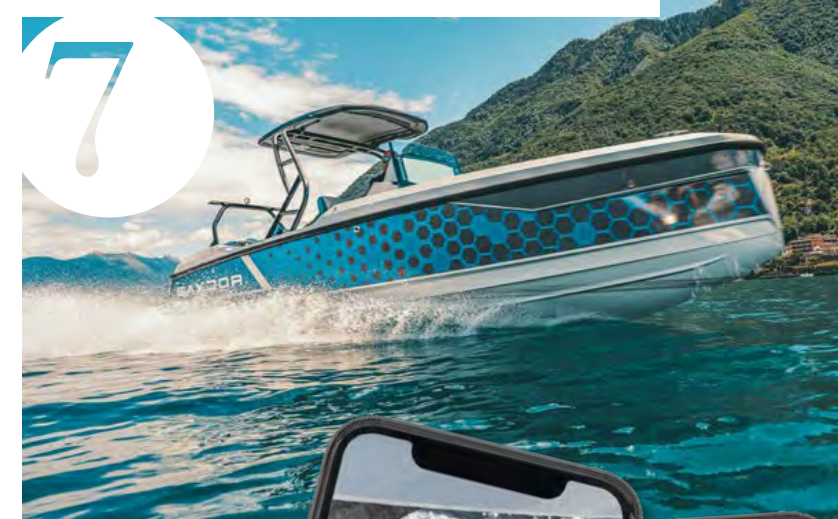
4

## We effectively integrate brand experiences that amplify your message

Your marketing efforts will naturally have different objectives, but a unified strategy coordinates them so they work together to support larger goals, drive efficiency, reach a larger audience and maximise your return. A well considered planning framework helps ensure maximum efficiency and the shortest time frame for delivery. Let MTM assist you in putting a rigid framework in place.

## Goal-driven performance marketing - improving ROI

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.



7



5

## Creative assets to support PR activity

We offer a dedicated design and video studio which is able to provide additional support and offers the capability to produce creative assets, including film to support PR, social and events. This ensures you have a rich and varied collection of content to engage with your audiences.

6

## Creativity is at our heart and emerges in every aspect of our approach to PR

Creative excellence is at the heart of what we do. We challenge the norm and get people talking, sharing, liking and – fundamentally – buying, with campaigns that are daringly different and driven by fresh ideas that stand out from the competition.



8

## Experts in the wider digital marketing space

Our capability and understanding in the wider digital marketing space, which includes paid search and SEO, ensures that your PR's visibility is maximised and brings you into a wider conversation.





# Our services

## Giving you a louder voice to accelerate your business growth

We get to solutions fast, integrating marketing and PR with digital innovations to give clients clear direction and deliver results.



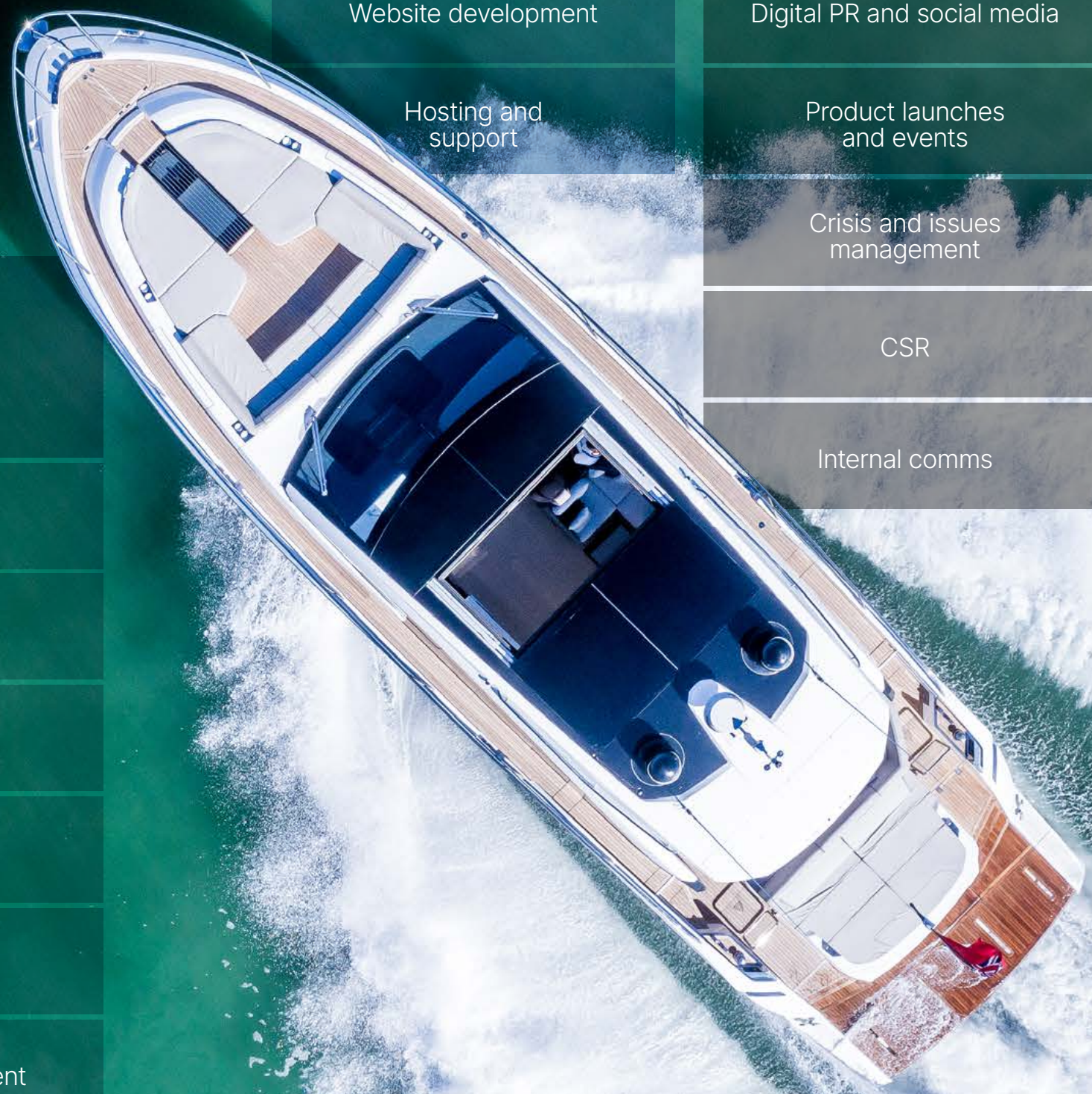
**Services & Ratings**  
Recommended Rating  
**+ 9.5** out of 10

**Benchmarks**

|                         |     |
|-------------------------|-----|
| Value for Money         | 9.6 |
| On Time                 | 9.9 |
| On Budget               | 9.8 |
| Client Services         | 9.8 |
| Creativity & Innovation | 9.8 |
| Effectiveness           | 9.8 |
| Strategic Thinking      | 9.8 |

|                      |
|----------------------|
| <b>Brand</b>         |
| Brand identity       |
| Brand strategy       |
| Creative marketing   |
| Exhibitions & events |
| Film & animation     |
| Graphic design       |

|                         |
|-------------------------|
| <b>Digital services</b> |
| Digital strategy        |
| UX                      |
| Web design              |
| SEO                     |
| PPC                     |
| Website management      |
| Social media            |



|                            |
|----------------------------|
| <b>Digital development</b> |
| CMS development            |
| Website development        |
| Hosting and support        |

|                              |
|------------------------------|
| <b>PR &amp; content</b>      |
| Media relations              |
| Digital PR and social media  |
| Product launches and events  |
| Crisis and issues management |
| CSR                          |
| Internal comms               |



|                                    |
|------------------------------------|
| <b>Media planning &amp; buying</b> |
| Full production                    |
| Digitally-led channels             |
| Audience building                  |
| Performance evaluation             |

## Bringing Arksen's new Explorer Series to life through media engagement and a shipyard visit programme

On every level, Arksen vessels beat the competition. In terms of engineering, efficiency, range, environmental impact, life-cycle management, usage opportunities and maintenance, the British-built Arksen Explorer Series stands out. In 2019, chairman and founder of Arksen, Jasper Smith, announced a plan to launch a fleet of explorer vessels to change what it means to be a superyacht owner. With the series flagship Arksen 85 in build, the media was hungry to see how the plan was developing.

With the build of the Arksen 85's first hull at Wight Shipyard in East Cowes almost ready for interior fit-out and the sale of the second hull imminent, it was the perfect time to showcase to the media what a capable, robust and safe vessel the Arksen 85 is from the inside out.

### The brief

It was time Arksen brought the 85 to life and allowed the media to see it in its glory with a programme of press visits to the shipyard. It wanted to maximise PR opportunities with the visits, and build awareness of Arksen as an innovation, technology and adventure company across international marine media, as well as drive media coverage and interest in the 85 – promoting its custom-build capabilities. Arksen also wanted us to convey its proposition, reinforce the brand messaging to create long-term loyalty and to join current conversations in the industry, including explorer vessels, environmental impact, hybrid technology, syndicates and ownership models.

The Arksen 85 is designed to access remote areas of the globe and operates safely in extreme environments whilst being equally capable of cruising in more accessible waters. The design of the vessel and the onboard systems allow for operation in a wide range of conditions, including high latitudes, tropical climates, and adverse weather, as well as extended periods in remote regions without external support. With the first hull having reached a critical build phase in skeleton form, Arksen wanted to give journalists the opportunity to appreciate its beauty from the inside out before it was fitted out.



# Start of the Arksen adventure



“

Thanks most of all for the visit – really exciting times for Jasper and his team.

Dave Marsh  
Freelance marine journalist

”



Scan to read online



Thank you so much for hosting me yesterday, it was fantastic.

Francesca Webster, Editor in Chief SUPERYACHT TIMES



### The audience

We need to reach a global audience of potential owners. We also want to expand Arkson's audience and introduce the brand to those yet to discover everything it has to offer. Arkson likes to think of its owners as part of its family and a growing and supportive ecosystem that helps owners discover more remote and challenging locations, giving them the tools and confidence to undertake voyages with friends and family. It's a special club to be a part of, which is also something we wanted to convey to the media.

### The solution

Having come onboard as Arkson's PR agency, our first focus was to engage with the media on this exciting new model, giving them information, assets and a physical Arkson experience at the shipyard - building up the excitement of what it means to own an Arkson and be a part of this brand's groundbreaking story.

Autumn is a critical time for the superyacht industry, with leading international boat shows such as the Cannes Yachting Festival and Monaco Yacht Show taking place. It's a time to educate and inform global marine media on new products and shipyard news. We knew that a potential challenge to this time of year would be journalist availability, so we needed to coincide the visits around the show dates, to ensure attendance from our target media.

Through our close media relationships, we secured attendance from key marine and superyacht press including Boat International, Motorboat & Yachting, Superyacht Report, Forbes and Robb Report. We also helped international media cover the story through our network of freelance marine media, putting editors in touch with UK-based media to cover the story.

### The activity

We rolled out a calendar of exclusive press visits for key marine and superyacht media to show them the first hull in build, during a critical build phase and before interior fit out.

To ensure a COVID-friendly environment, we arranged three group visits which helped us manage the group size.

Arkson provided key team members, including chief operating officer, Ewan Hind, and executive director, Olly Hicks, to talk to the media about Arkson's ethos and the 85 itself, giving journalists a deep-dive into what Arkson can offer its owners.

Not only did we arrange and chaperone journalists for their visits to the yard, but the MTM team also worked its creative magic at the shipyard itself. We staged a rustic-luxe pop-up lounge in the shipyard in line with Arkson's sustainability brand values.

The lounge was the perfect spot to welcome the media for a welcome breakfast and the opportunity to view a 3D wireframe of the 85, as well as large-scale renders of the interior, bringing to life their tour of the 85's aluminium hull.

The MTM team followed up all media with a digital press kit including high-res imagery of both the vessel and spokespeople. The team shared the press kit more widely with international media who couldn't attend the shipyard visits. With the relationships already established with Arkson and the media from the announcement of the first 85, news that the sale of the second hull had been sold was well received.

3 group media visits

14 international press secured for visits

5,658 people reached for every £1 spent

34+ pieces of coverage in first three months reaching over 40 million people

# Promoting a better lifestyle



## Driving a 4000% ROI for British Marine through PR for its Summer on the Water campaign

The MTM Agency hosted The Daily Telegraph, Coast, The Sun, GQ and Stuff magazine for a group press trip on behalf of our client, British Marine, earlier this month as part of its Summer on the Water campaign.

Summer on the Water aims to inspire boaters and water sports enthusiasts throughout the UK to share their passions and encourage others to discover incredible on-water opportunities.

We tasked the media to undertake a two-day RYA Powerboat Level 2 course and put their skills to the test on the Solent on the third and final day. The course was facilitated by Southampton-based, Urban Truant through trip partner Honda Marine. Based at Swanwick Marina on the River Hamble, the company has a fleet of incredible Highfield RIBs powered by dual Honda outboard engines.

The journalists quickly got to grips with the RIBs, manoeuvring around other vessels, parking, and making U-turns whilst absorbing the theoretical side of the course from the classroom.

We are pleased to report that all journalists passed their courses, and with their newly found sea-legs, confidently took the helm of the Highfields under the watchful eye of the skipper.

The trip aimed to showcase how easy it is to undertake the right training and experience something completely new. Our PR objective was to drive in-depth coverage for British Marine across key media titles, highlighting the campaign messaging and driving interest to the campaign landing page.

All of the journalists were London-based but with their new licenses in place, will be able to charter powerboats vessels themselves on inland and coastal waters with confidence.

All journalists received a Summer on the Water dry bag which included a digital press kit, campaign video and bank of imagery. The first coverage to be published was The Daily Telegraph and The Sun with all other coverage expected to land imminently. Social media coverage was posted in real-time throughout the trip using #SummerOnTheWater, which can be found on both Facebook and Instagram.



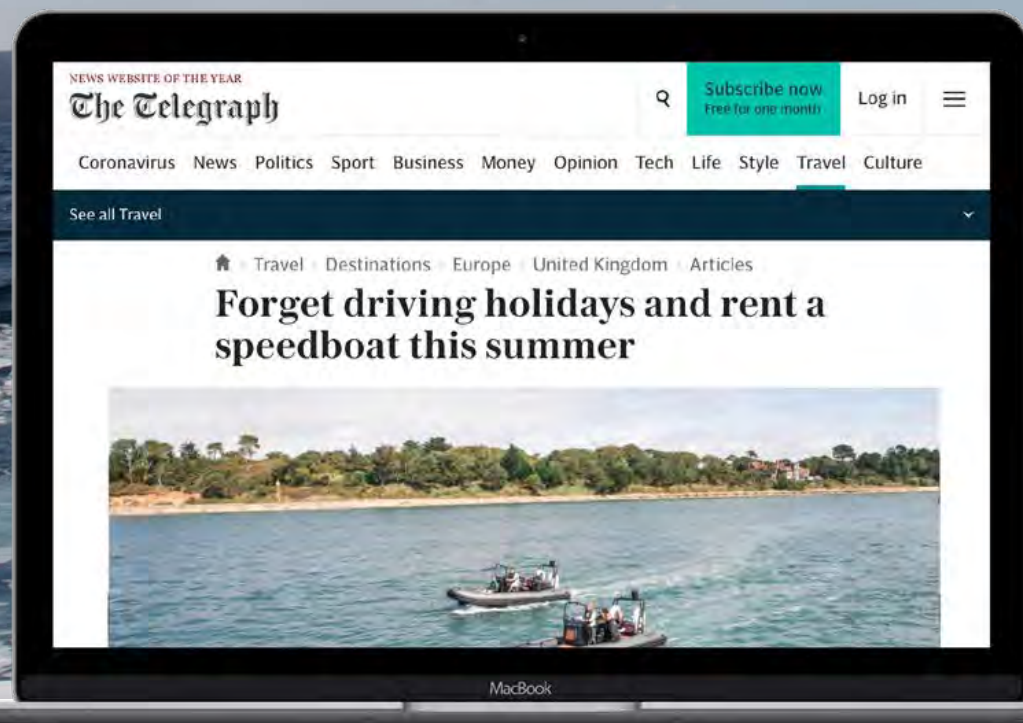
I marvelled at how within the space of two days I'd lost all nerves around driving a boat. Even more marvellous was the sense of joy I now felt, a welcome change to the anxious months spent under lockdown.

Emma Cooke  
Content Editor at The Telegraph



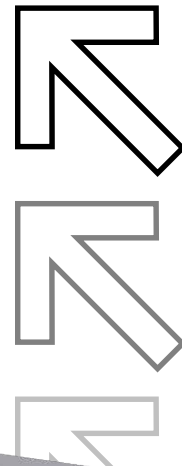
4,027,766  
Audience reach

5  
National media features



Scan to read online





# The return of the exhibition

Trade shows and exhibitions have an important role in helping the world economy recover, namely by helping businesses reach prospects and existing customers around the world.

The COVID-19 traffic light systems that many countries have in place may still be playing havoc with international travel planning, but there's no denying that the appetite for events is building on both sides of the equation.

Many businesses, including several MTM clients, still view trade shows and exhibitions as one of the most effective ways to give their brand or product the showcase it needs, and they're encouraged by signs of the industry getting back on its feet.

One such client is em-trak, the world's largest manufacturer and distributor of AIS transceivers. Its products are relied upon by professional mariners worldwide, with most Navy and marine-focused emergency services using em-trak products due to their proven field performance and robust reliability.

We're working with em-trak to develop a range of communication assets to support the brand as it kicks off a year of critical events, starting with METS in Amsterdam.



First, we worked with its team to refine the brand's external messaging and tone of voice, followed by developing a new corporate video, brand and product literature, point of sale, and a new exhibition stand that the brand can cost-effectively reuse globally.

Our hyperrealistic designs for exhibition stands show various perspectives, layouts and colourways, bringing a stand to life and giving an immersive experience before the actual event. From these, the client can make key decisions as to what best reflects their brand personality and suits their needs.

the agency



# 1

### Making a stand...

Luxury yacht group, Argo Yachting, entrusted MTM to deliver an exhibition stand for the Southampton International Boat Show, showcasing the Chris Craft, amongst other brands.



# 2

### Video showcase

MTM created a brand-focused video for em-trak in order to highlight the breadth of the product range and key functionalities.

EM-TRAK'S PROVEN NEXT-GEN TECHNOLOGY



### What's in the box?

A bespoke premium invitation box for SRT Marine Systems's private launch event.

30TH DAME NOMINATED 2021



### There ain't nothing like a DAME!

Rigging Projects were nominated for a DAME award at METSTRADE 2021, receiving a 'special mention' from the jury.

# 5



### The 37th America's Cup

The protocol of the 37th America's Cup has been released, spearheading inclusion, diversity and sustainability alongside technology and innovation.

# 3

### UKSA feature on the Beeb

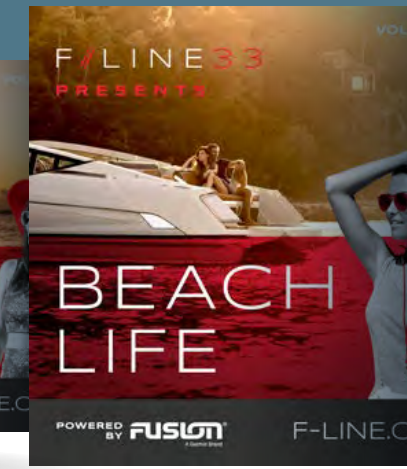
Great work from our award winning PR team - securing the UKSA to represent Outdoor Classroom Day on BBC South.

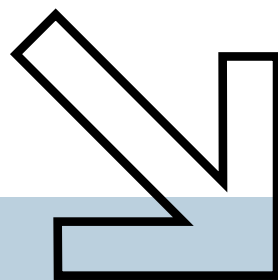


# 4

### Let us entertain you

MTM launches F//Line 33 Presents – a Spotify channel with playlists suited to Fairline Yacht fans.





**PRINCESS**



# Engaging new and existing customers

**Princess Motor Yacht Sales commissioned MTM to redesign their official customer magazine, My Princess.**

They sought to enhance the bond with their customers by creating a premium-look magazine to include news, inspiring owner stories & features on their latest models. Alongside Princess Brokerage International listings, the client was also keen to promote add-on services such as YachtQuarters (their shared-ownership programme), Princess Service and spotlight Princess Yacht Charter in the Balearics.

This latest issue was strategically launched to support the Cannes Yachting Festival and the Southampton International Boat Show - highlighting new models including the Princess S Class, Princess V55 and F55 and introducing the new Princess Y72.

MTM also designed advertisements and advertorials to promote partners Rybrook, Silverstone Auctions and Bentley Bristol.



# Performance Marketing



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## Solidifying Promarine's position across the marine mortgage sector



Promarine Finance is one of the UK's leading marine finance lenders providing loans for a wide range of vessels, from jet skis to superyachts, and offering flexible, competitive finance packages to buyers up and down the country.

After experiencing a 29% year-on-year increase in deals between April and August 2020, the Promarine team was looking for a specialist agency able to help it capitalise on its increased presence and deliver sustainable growth across each of its business categories.

### The brief

To be positioned as leaders in the marine finance industry, Promarine Finance required the MTM Agency to overhaul the company's digital assets; improve its SEO performance; develop a PR strategy that would secure national, industry-specific and relevant coverage; and help the team leverage opportunities presented by the company's new CRM system (Salesforce), and personalisation and remarketing technology (Pardot).

### The audience

Promarine Finance customers are UK-based boat lovers looking to purchase RIBs, motor boats, canal boats or sailing yachts, but only have a percentage of the funds they need.

### The solution

Sharing this message required an integrated strategy encompassing brand, messaging, and website development, followed by the distribution of regular topical press releases, consistent advice and news content on the website, engaging social media copy, strong imagery, and a complementary paid advertising proposition.

### The activity

The process began with the development of an updated brand and messaging framework, with a new logo, visual identity, and detailed guidelines created to provide

consistency and support the next chapter in Promarine's growth. The new look and feel was then leveraged to design and build a new website focusing on user experience, and positioning the business accurately across each of its target audiences.

Content was also developed, with SEO-friendly FAQs and expanded news sections added to the site to enhance organic search visibility and provide a space for positional, thought-leadership content. The larger content opportunity throughout the site complemented the ongoing PR strategy, which saw press releases and feature articles placed with key trade and national media. The PR activities also included organising speaking opportunities for members of the Promarine team, and supporting the business at industry events, such as Southampton International Boat Show.

The campaign was augmented with a bespoke social media strategy. We focused on driving engagement and connecting with potential customers and partners, and providing helpful information to new and seasoned boating community members.

### Results



# Maximising Fairline's opportunities to engage with its audience during the COVID-19 pandemic with a virtual marina

Fairline is one of the UK's leading luxury yacht builders. With COVID-19 restrictions in place, Fairline quickly recognised a requirement to be highly responsive to its customer base and provide a solution for customers to explore its range of yachts from the comfort and safety of home.

The boat show season is a critical period for the leisure marine industry. The start of summer through to autumn is typically the time when customers are out on their boats, and also when new purchases and new relationships are made.

The unforeseen challenges of the pandemic meant that Fairline needed to find a way to replace the loss of contact with its audience – and it needed it immediately – coupled with a robust roll-out to its global dealer network and audience around the world.

### The brief

A digital platform was required as a tool to explore the yachts with ease, with a clear call to action for customers to contact their local dealer. Functionality needed to include 360-degree tours – but a live feature, encouraging customers to ask questions and reach out to dealers.

### The audience

We were looking to reach Fairline's global audience of potential buyers and current/former owners. We also wanted to expand Fairline's audience and expose the business to those who hadn't interacted with Fairline to date.

### The solution

A virtual marina. In a matter of days, we designed and developed a new, bespoke digital platform enabling Fairline's customers to browse the Fairline range from the comfort and safety of home, with strong signposting and opportunities to engage with the brand and local dealers around the world.

The Fairline virtual marina brings the world of hand-crafted luxury boats direct to the customer. The platform includes 360-degree detailed tours of all the yachts within the Squadron, Targa, and F//LINE model ranges, allowing customers to explore the Fairline family of yachts during social distancing and afterwards while things remain fluid and travel, industry shows and exhibitions are still on hold.

### The activity

Working to a very short deadline and tight budget, we developed a new digital engagement platform that combines existing VR assets with new content and a programme of live activities to give it life.

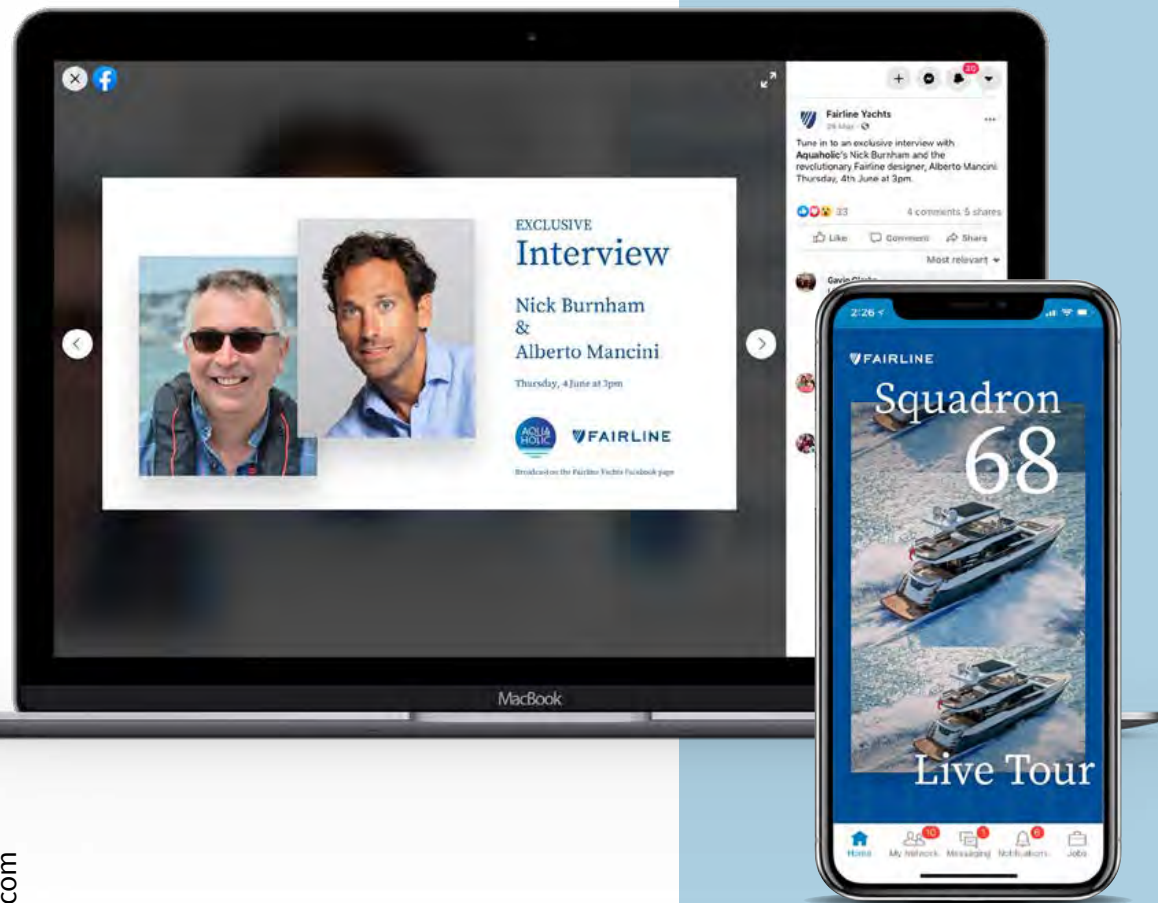
The virtual marina includes a live chat function, enabling the opportunity to speak directly to a Fairline expert at any time of the day. Additionally, we developed a regular calendar of live-stream yacht tours, which will be hosted by Fairline's global dealer network – customers can tune in on the Fairline Facebook page for a detailed tour of the yachts and have an opportunity to ask questions as they are guided through the vessel – ideal for showcasing hidden details. Each live stream takes customers from stern to bow, meticulously walking them through the yacht.

### Results

Launched at a time of fiscal uncertainty due to the global pandemic, it was essential to provide a digital experience that captured the interest of Fairline's consumers.



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48%  
increase in engagement on LinkedIn

104%  
increase in reach of Instagram content

75%  
increase in engagement rates on Facebook in the past half-year

300%  
increase in website link clicks and enquiries

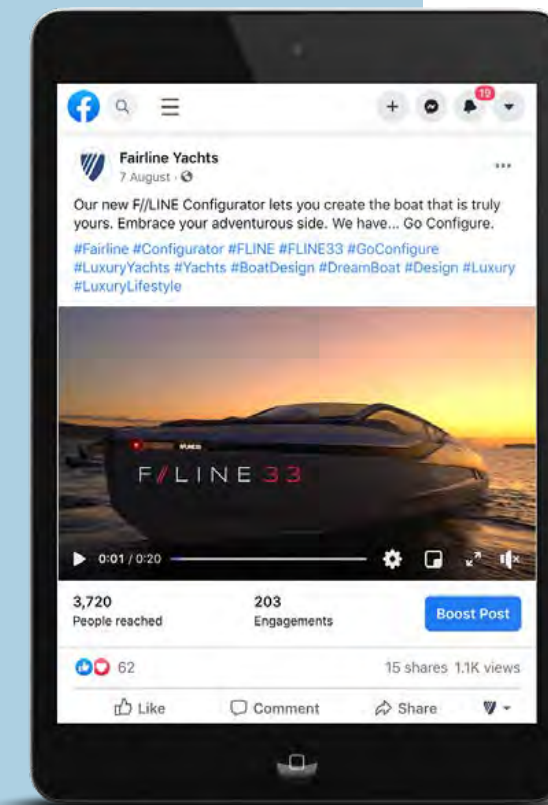
29%  
increase in followers on Instagram

# Powerful social networking

## Connecting Fairline to an exclusive audience through organic social media

Fairline is one of the UK's leading luxury yacht builders. The MTM Agency was appointed in February 2020 to take over the brand's social accounts to develop a consistently premium creative presence across each channel, with three key objectives: to grow engagement and brand awareness, and increase perceptions of this world-leading yacht manufacturer.

HNWI and UHNWIs are not your typical consumer, so reaching the world's wealthiest individuals requires a highly tailored social strategy. At MTM, we understand the world of these elite customers. We know where they live, what they do, how they spend their leisure time and how to connect with them through social media. Our team set about transforming Fairline's social platforms through creative tactics catered specifically to reach HNWIs in a way that resonates with them, driving results and securing a fantastic return on investment for Fairline.



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# Making waves via social



## How the UK's biggest boating and watersports governing body injected new life into its social media strategy

The Royal Yachting Association (RYA) has more than 2,400 accredited training centres (sailing clubs or organisations with varying levels of accessible facilities) throughout the UK and has over 112,000 personal members with 250,000 people trained each year.

RYA approached The MTM Agency to develop a concise social media strategy and implementation document to ensure that all social activity, regardless of who is responsible, is in line with agreed guidelines.

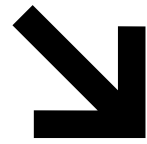
The purpose of the project was to detail how social media should be undertaken across RYA's channels. Aligned with the organisation's wider marketing and communications strategy, the

document needed to inspire and motivate teams when planning and developing social content, providing clear instructions on how to ensure the message, tone of voice, language, and all published content is consistent and unified across the organisation.

The MTM Agency developed a living and breathing strategic implementation guide named 'The RYA Social Media Playbook'. The digital document provides guidance for teams to understand what to post and when on which social channels, with advice on customer service, social media best practice and management, and how to track and report metrics across each platform.



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## It's time to be excited by the opportunities VR has for your business

The expectations of your audience are constantly growing, and meeting their demands requires an agile and integrated approach – one that leverages each relevant channel and technology, whilst finding new ways to ‘wow’ your customers and prospects with unique brand experiences.

Customer experience is defined as your customers' perception of their collective experience with your business or brand. It is the result of every interaction a customer has with you and is influenced by previous exchanges, as well as external factors, trends and shifts in customer attitudes more widely.

Of the many new technologies being used by customer-focused brands to deliver standout customer experiences, virtual reality (VR) is perhaps one of the most exciting.

70%

of consumers want companies to personalise their brand experiences

80%

of consumers are more likely to purchase a personalised experience

### Luxury

VR is well suited for any high-value project where you want to create a personalised and immersive digital representation of a physical environment. VR is increasingly being used to visualise concepts in a way the customer finds almost indistinguishable from the real thing. This could refer to a new super yacht, luxury motor or sailing yacht or sports boat where you would like someone to experience the space without being on-board.

Customers across the board, and particularly HNWI audiences, now have a growing expectation of unique and personalised experiences from the brands they interact with. According to Accenture, almost 70 per cent of consumers want companies to personalise their brand experiences, and research by Epsilon highlights the value in doing so, revealing that 80 per cent of consumers are more likely to make a purchase when brands offer a personalised experience.

Buying a new home off-plan is certainly a more engaging prospect when you can ‘walk around’ the property before the first brick has been laid. Through VR you can show every worktop option available, compare paint and carpet colours, and even demonstrate how the light will fall in the drawing room at three in the afternoon.

At the lighter end of the spectrum, in response to the COVID-19 lockdown and the cancellation of boat shows around the world, we recently developed a virtual marina website for MTM client and luxury boat builder, Fairline. In this instance, the site was effectively a wrapper for the brand's VR assets, allowing the user to access 360 tours of each yacht in the Fairline range. We combined the VR assets with a programme of live virtual events, tours and interviews, supported with a live-chat function to create an interactive hub for Fairline's audience.

View the project case study and read the full VR article on the MTM Agency website.

# Time to get excited





# ↗ A trusted partner

We make sure that clients are seen and heard. We work tirelessly to amplify their strengths, on budget and on time, and we enjoy long client relationships that are more than three times industry averages.

**AIRBUS**

Arksen

**HONDA MARINE**

**BRITISH MARINE**

**ABP**

**MDL MARINAS**

**RYA**

**L** Lloyd's Register

**INEOS**

**WILLIAMS JET TENDERS**

**THE YACHT MARKET**

**NAUTILUS INTERNATIONAL**

**UKSA**

**promarine FINANCE**

**COX**

**BRAEMAR**

**boats .COM**

**ARGO YACHTING**

**CJR PROPULSION**

**Sunseeker**

**Rigging Projects**

**PRINCESS**

**FAIRLINE YACHTS**

**SouthernSpars**





# Together Unstoppable

At the right time and  
in the right place.  
We make sure that your  
message is heard.



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