

mtm



## OUR MARINE EXPERTISE

Discover our breadth of experience within the marine sector

## AIRBUS

Eyes in the sky

## BAHAMAS

Best in Class

## OUR SERVICES

Fast integrated solutions, delivering clear direction for your business

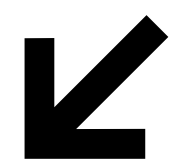
## VIRTUAL REALITY

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

HERITAGE AND EXPERIENCE  
IN THE COMMERCIAL MARINE INDUSTRY



# Insightful Transformative Innovative



**WE ENSURE THAT MARITIME 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 delivery 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 maritime expertise



Our in-house team of maritime 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 maritime 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 development, 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.

SHIP BUILDING  
TRADING & SHIPPING  
PROCUREMENT

OIL & GAS  
SAFETY  
NAVIGATION &  
TECHNOLOGY

OFFSHORE & ENERGY  
COMMERCIAL  
FISHING  
PAINTS & FINISHES

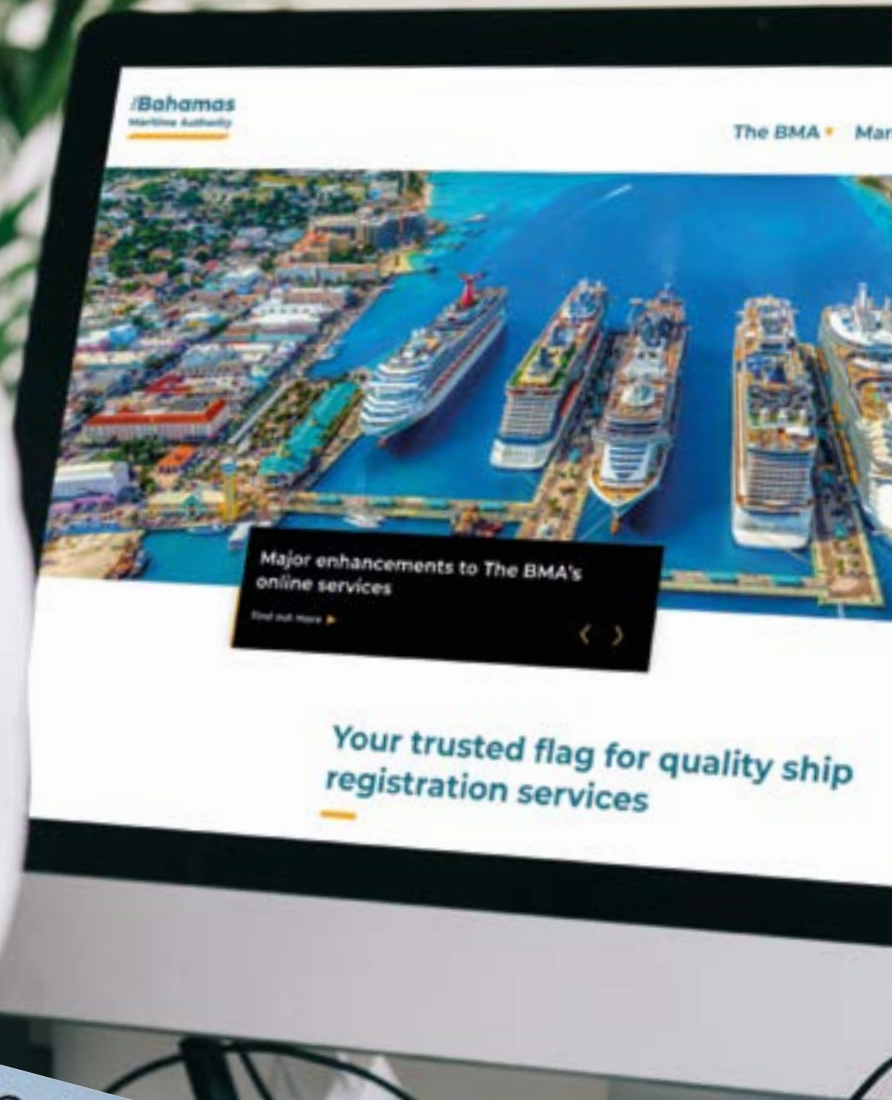


# Our points of excellence

1

## Digital transformation, digital performance and social outreach

With creative flair and technical expertise, our digital team leverages the latest technologies to create dynamic and engaging digital experiences that create a stronger bond between you and your customers.



3



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

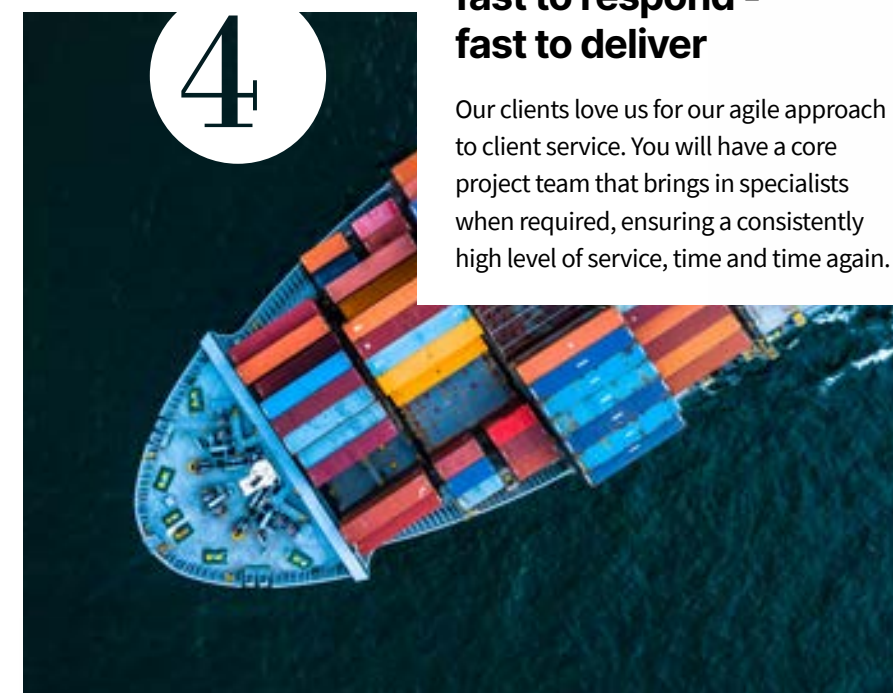
We are experienced in developing strategies for efficient and consistent use of content in social media, digital, PR and film for governance and ROI.

2

## 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.

4



## Highly agile - fast to respond - fast to deliver

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.



5



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

Excellent creative work is at the heart of what we do. We start with a core idea, and then create assets around the user journey and the brand touchpoints that are necessary to drive the right outcomes. Whether that's a clever social banner, a campaign landing page or simply beautiful copy for a print brochure.

6

## 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.





**Working with the fastest growing port in the UK**

Solent Gateway Ltd (SGL) is a logistics and port operations company that manages Marchwood Port in Southampton.

MTM was appointed to help SGL achieve its corporate, sales and long-term development objectives cutting across PR, social media, website development and lead generation.

Our main objective is to raise awareness of SGL's unique position as a new UK Freeport with both tax and custom status, to raise its profile internationally and to actively generate sales enquiries, supporting ABM activities.

MTM implemented a two-phase approach. The first stage was designed for long-term success, building visibility and awareness and ensuring SGL has the

right assets to position it against its competitors and effectively communicate its offer. This phase included a lead generation programme via the development of a database of global shipping lines, shipping agencies, liner agencies, freight forwarders and other related prospects. The data will now be used to segment audiences for the lead generation campaigns, delivered through both direct comms and across business-focused online channels.

The second stage of the campaign, starting shortly, will maintain all ongoing activities including PR and social media, and the website development. An example of the type of media coverage we are securing includes the Sunday Times Raconteur supplement, in which we secured a front page interview with Port Director, Richard Parkinson.



**A trusted partner**



We make sure that clients are seen and heard. We work hard to amplify their strengths, on budget and on time, and we enjoy long client relationships. Here are examples of agency and team experience.





# 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 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.



## PR strategy

### The IMarEST PR and Social Media strategy and engagement programme

#### The challenge

The MTM Agency was tasked with conducting an in-depth PR review to develop an ongoing communications strategy for the The Institute of Marine Engineering, Science and Technology (IMarEST). The international professional body and learned society for all marine professionals is the first Institute to bring together marine engineers, scientists and technologists into one international multi-disciplinary professional body.

#### The solution

The MTM communications team developed an in-depth analysis report, which reviewed the past two years' PR coverage with a robust and theme-based PR and social media plan, to support the Institute's key aims and objectives.

The strategy needed to focus on building awareness for the organisation as one of the largest maritime membership organisations, whilst also championing the IMarEST's Special Interest Groups (SIGS). A strategic 12-month plan was developed to tie-in with seasonal and international events. The strategy document was developed to help achieve the organisation's overall KPIs and objectives, ensuring everything could be tracked and monitored.

#### The outcome

The MTM PR team conducted a quantitative audit of IMarEST online and print media coverage over the last two years. This activity informed the ongoing communications plan for the Institute.

In the first month alone, the PR team made over 120 introductions to national and international media, securing global coverage with Bloomberg and BBC World Service. Working in partnership with the SIGs, we honed our focus on several topical themes including seafarer mental health, decarbonisation and women in engineering, which we knew would resonate with the media and help position the Institute as a global leader.

The annual conference saw partnerships secured with The Ocean Cleanup, the leading environmental and engineering organisation and collaborations with some of the most influential leaders in the maritime engineering sector, including Richard Spinrad and Roxanne Lek.

The PR programme was further supported with an organic social media campaign which delivered the following in the first three months:

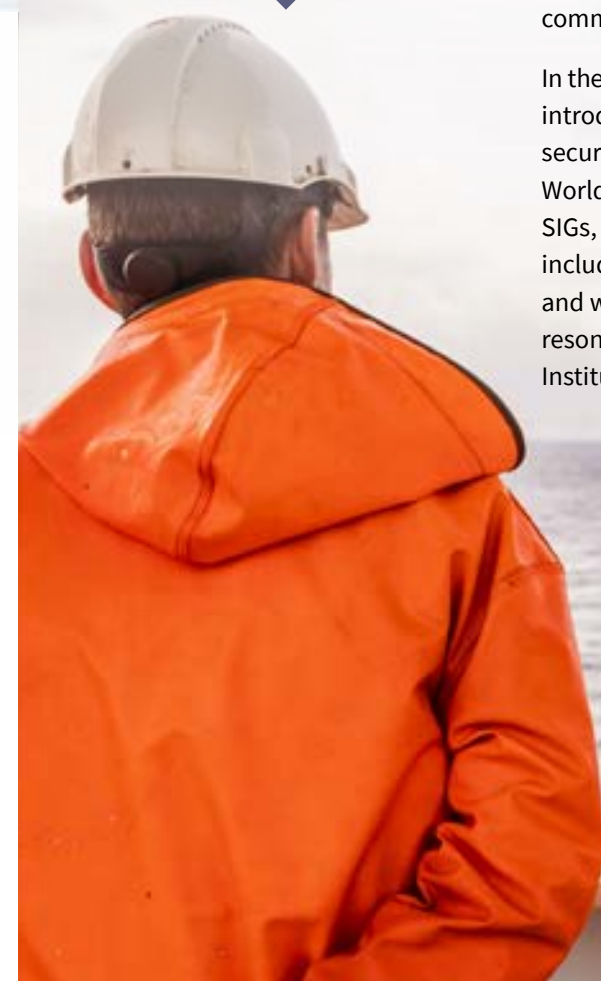
104%  
LinkedIn: increase in reactions in month one (likes, comments, shares)

242%  
increase in comments via LinkedIn

43%  
increase in LinkedIn post shares

490%  
uplift in website traffic driven

286%  
engagements on Twitter







“

MTM are friendly, approachable and so easy to work with. They feel like an extension of our own internal team not an external agency. They fully understand our complex and restrictive business and go above and beyond to deliver the best possible campaigns which always exceed our expectations. They work under extreme pressure at times, accommodating our often rush requests and continue to really make us feel valued as a client.

I've worked with many creative marketing agencies and MTM are by far the best. Whether its content creative, digital comms, graphics or video creation...no matter what the request, I know they will deliver something on-brief, on-budget, on-brand and yet still creative and exciting. There's nothing negative to say about the team, they're the best and I would recommend to anyone.

Marketing Manager, Airbus

”



# Eyes in the sky

Airbus is a global leader in satellite technology with the world's largest private satellite constellation at its disposal.

Airbus wanted to make its satellite imagery available to businesses. New market-specific products and services needed to be named, branded and support collateral developed for each, then launched.

Airbus needed to increase its overall presence and reach decision makers in the defence, oil and gas, maritime and shipping industries.

## Taking things to new heights

Airbus needed to highlight the full extent of its intelligence capabilities, its relevant experience and capability to provide genuinely unique services for these new market sectors.

Using integrated marketing campaigns, which cut across print and digital media channels, events and exhibitions, conference graphics, presentation and business literature, and dedicated websites, we created the opportunity for Airbus to be seen and heard in the right places and by the right people.

## Our brief

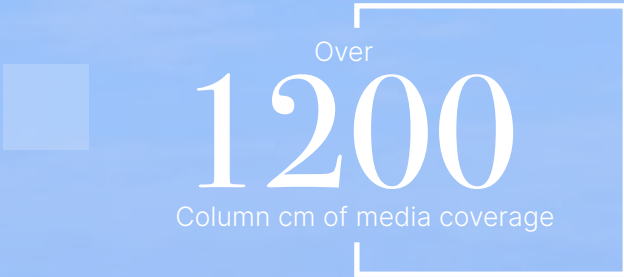
Our brief communicated the need to build trust and fortify the relationship between Airbus, its clients and supporting partners; and also to create new opportunities for growth. MTM's mission was to position the brand, consolidate its identity and drive brand awareness.

## Campaigns

The different campaigns were highly successful, repositioning Airbus and increasing visibility of its products and services. The campaign promoting into the oil, gas and mining industry delivered a ROI in excess of 10:1, with over £100,000 worth of media coverage in the first quarter.

## The results

Taking the universal fascination and exhilaration inspired by space, we have created an experience that produces an instinctual thrill around the organisation. To assert its role as the go-to company for the freshest imagery and accurate satellite data, we have let visuals do the talking, creating a memorable connection between Airbus DS and visual perfection that doesn't need explaining.



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# Lifestyle on the water



## 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.


Emma Cooke, Content Editor at The Telegraph, commented: "As we slowly drifted into Swanwick Marina, its sun-dappled waters now full of stand-up paddle boarders and kayakers all enjoying the weather, 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 this year."

4,027,766

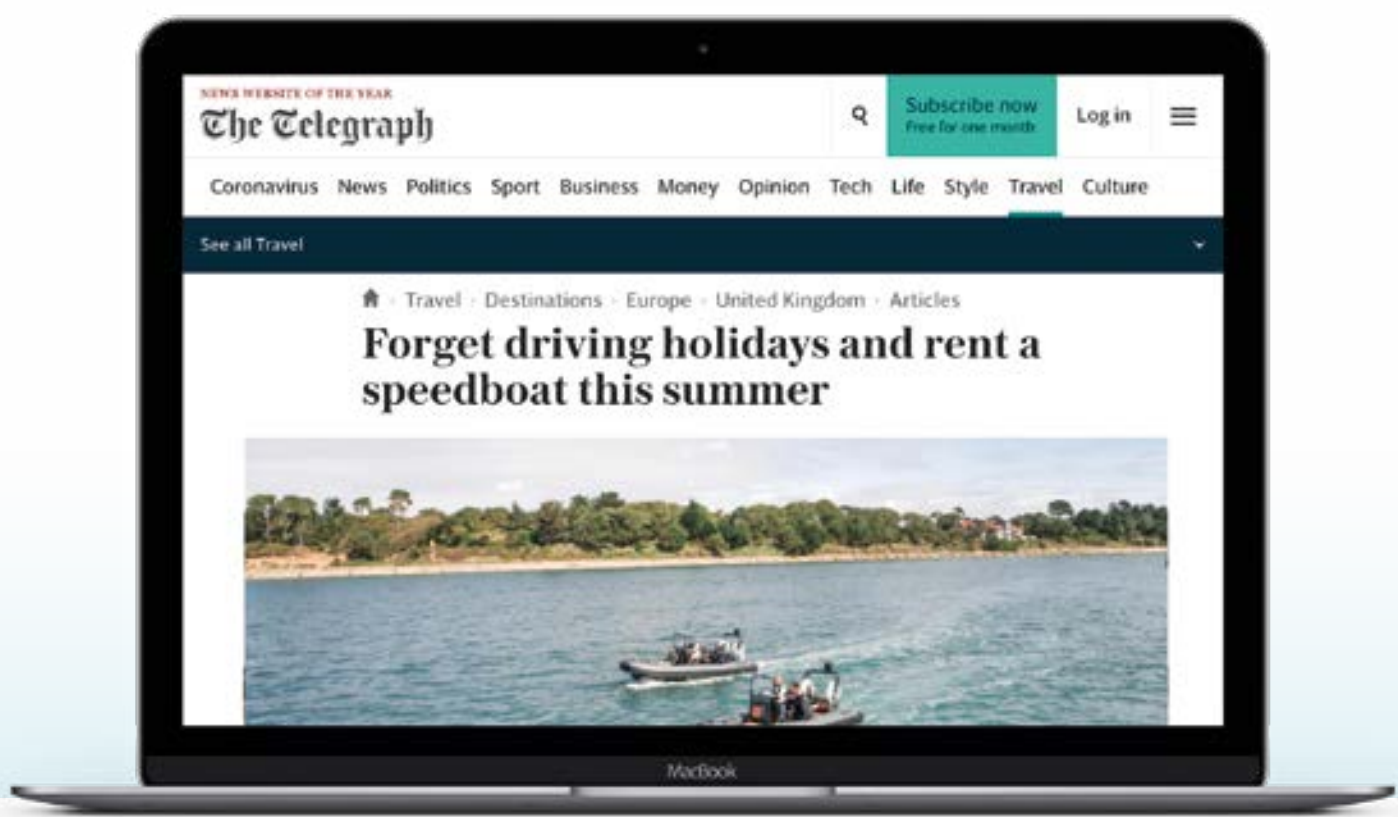
Audience Reach

5

National media features



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# Cyber security service



## Identifying a unique cyber security service for the merchant marine sector

### Who is Navarino?

Navarino is the maritime industry's most advanced communications and connectivity company, developing advanced technologies and innovative IT solutions to bring true value to maritime installations.

### What was the challenge?

With the launch of Angel, Navarino's first cyber security service dedicated to the merchant marine sector, there was a requirement to extend the Navarino brand to identify and incorporate the Angel service and to create content to explain and communicate the extent of Navarino's offer.

### The Solution

For the introduction of the new Angel service, The MTM Agency branding and content team created an update to the Navarino graphics system to better present this unique offer. The designs included an image and text 'lock-up' for headlines, including the new tagline the agency developed: 'Connectivity without compromise' that could be used in all digital and other content applications. The graphics update also included the design and production of a new infographic style to simplify the communication of complex multi-layered connectivity options.







# Best in Class

## Best in class interactive user experience

The Bahamas Maritime Authority (BMA) is the flag of choice for the world's ocean-going fleets, with the organisation responsible for registering vessels in the Bahamas and enforcing safety standards on Bahamian-registered craft

## The challenge

To coincide with its 25th anniversary, BMA identified a need for a refreshed visual identity and digital presence. A key priority for BMA was for a new website to reflect its overarching brand refresh and communications strategy. The website was also to be restructured to offer information easily, based on the service offerings, as well as supporting expansion into new market sectors, working with the core teams who manage each area.

## The solution

Following stakeholder engagement, MTM developed, collated, and presented recommendations to BMA. Broken down into clear sections, with priorities and new features, we outlined our approach to each aspect of the project and provided the justifications for our decisions.

We highlighted the importance of a 'mobile first' best practice approach. Our strategy for the website UX (user experience) focused on the audiences, understanding their requirements and uncovering how we would meet their needs. We wanted to drive high levels of engagement and to do that, we needed to have the right information, structured effectively, with information from each market sector presented clearly – supporting users with unique interests throughout their journeys.

Built on the open-source Wordpress CMS, core features of the new site included a new interactive vessel registration fee calculator built within the CMS, with streamlined management processes for ongoing updates. Highlighting the organisation's international presence, a new interactive global map was developed to offer quick access to key contacts around the world, including critical information on inspectors. In addition, a Bahamas Authorised Service Providers area was redeveloped for users to quickly and easily source contact details, depending on desired location, from over 280 providers worldwide, with the ability to download via PDF for offline viewing.

Applying the new branding and bespoke design, we delivered a clean and modern site that sets a new bar for the industry, offering new functionality and improved user journeys, with greater emphasis on signposting to key areas of the site.

For ease of ongoing management, we implemented tagging across all content, allowing editors to maintain the broad range of documents that are housed across the site, and all in a single location, as well as offering filtering and search opportunities for users to access all required information in one place. Furthermore, we provided content analysis and SEO training to help BMA maintain and monitor site performance in the future.

## The results

The new website establishes a clear roadmap for the Bahamas' digital ambitions, providing a critical source of information that is reflective of its position and authority, and provides the improved functionality that BMA needs both now and in the future.

57%

increase in page views

10%

reduction in bounce rate

88%

increase in organic traffic



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**How robust stakeholder research helped us to deliver a best-in-class membership website**

Nautilus is the world's largest maritime trade union; it works tirelessly to protect the interest of its 22,000 members' interests and campaigns on their behalf.

**The challenge**

Nautilus international members wanted a website that worked for them, wherever they were. They wanted a site that spoke to them at every stage of their career and offered easy access to critical information and unique insights. They wanted a site built for mobile, that worked in the middle of the ocean and still looked great on any device. They wanted a union website built for the future. Recognising that delivering on these charges required a strong, digitally-focused agency partner to design and develop a new website that better reflected the evolving nature of how its members interact with the union and how they choose to consume its content.

**The solution**

The MTM Agency's team of digital designers, strategists 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 faces and its many opportunities for growth.

During the 'discovery and exploration' project phases, we interviewed internal teams, listened to experienced seafarers and heard from newly graduated sea cadets to truly understand what each needed from the new Nautilus website. Taking the time to speak to these and other stakeholder groups was essential for us to understand how members used the current site and their unique requirements for the future. We also ran an online survey and email questionnaire with users of the existing Nautilusint.org website, revealing a number of significant insights.

Our research, supported by Nautilus's own findings, concluded that external stakeholders wanted the site to be clearer, with simplified journeys, increased personalisation and fast access to key information – even for those on low bandwidth connections at sea. We also recognised the importance of creating an environment that would benefit the union and its day-to-day operations, with true integration of Nautilus's CRM, Microsoft Dynamics, to make managing members requirements much quicker and easier, including offering membership renewals and payment options within the site.

With these requirements in hand, we agreed the preferred CMS, Episerver's cloud-based DXC platform, and using Azure core infrastructure. Episerver was chosen from a number of open-source and licence-based options and best met our recommended technical approach to the project – utilising light-weight development technologies used by the latest progressive web apps, such as Twitter and Uber. With a nod to the UK Government's award-winning simplified design system, we also 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.

In addition to its dramatically improved UX and performance, key features of the new, multi-lingual/multi-regional site include a 'best-in-class' membership engine, fully integrated with Nautilus' CRM and offering optimised joining forms and account management areas. The new site also features totally overhauled 'My Nautilus', 'Telegraph' magazine and media sections, with members benefiting from new levels of content personalisation, based on defined user groups, to maximise member engagement and increase revisit frequency.

A native app was also developed for both iOS and Android to support Nautilus' members, offering a direct and discreet channel for crew to report incidents at sea from anywhere in the world. Of almost equal importance was the need to deliver a highly-intuitive back-end editing experience, one that empowered the Nautilus team and enabled them to quickly and easily build perfectly designed pages from scratch, or simply add new content in seconds.

**The results**

With a speed increase of 6,600% in loading time at sea in comparison to the previous site, everyone can be sure the site will load quickly even out in the pacific ocean.

45.5%  
Increase in monthly users

164%  
Increase in return users

78%  
Decrease in average session duration



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Ocean Ready



info@themtmagency.com

NAUTILUS



# 3D vision

Finding effective ways to explain complex topics and systems can be challenging. Working in 3D helps businesses meet their commercial needs, whilst conveying their distinct brand voice in a way that feels dynamic, vivid and highly engaging. Whether it's to support a positional brand campaign, product promotion, or to highlight your R&D, no other communication approach can provide equivalent levels of flexibility, with the tools to create powerful narratives and communicate detailed information with clarity.

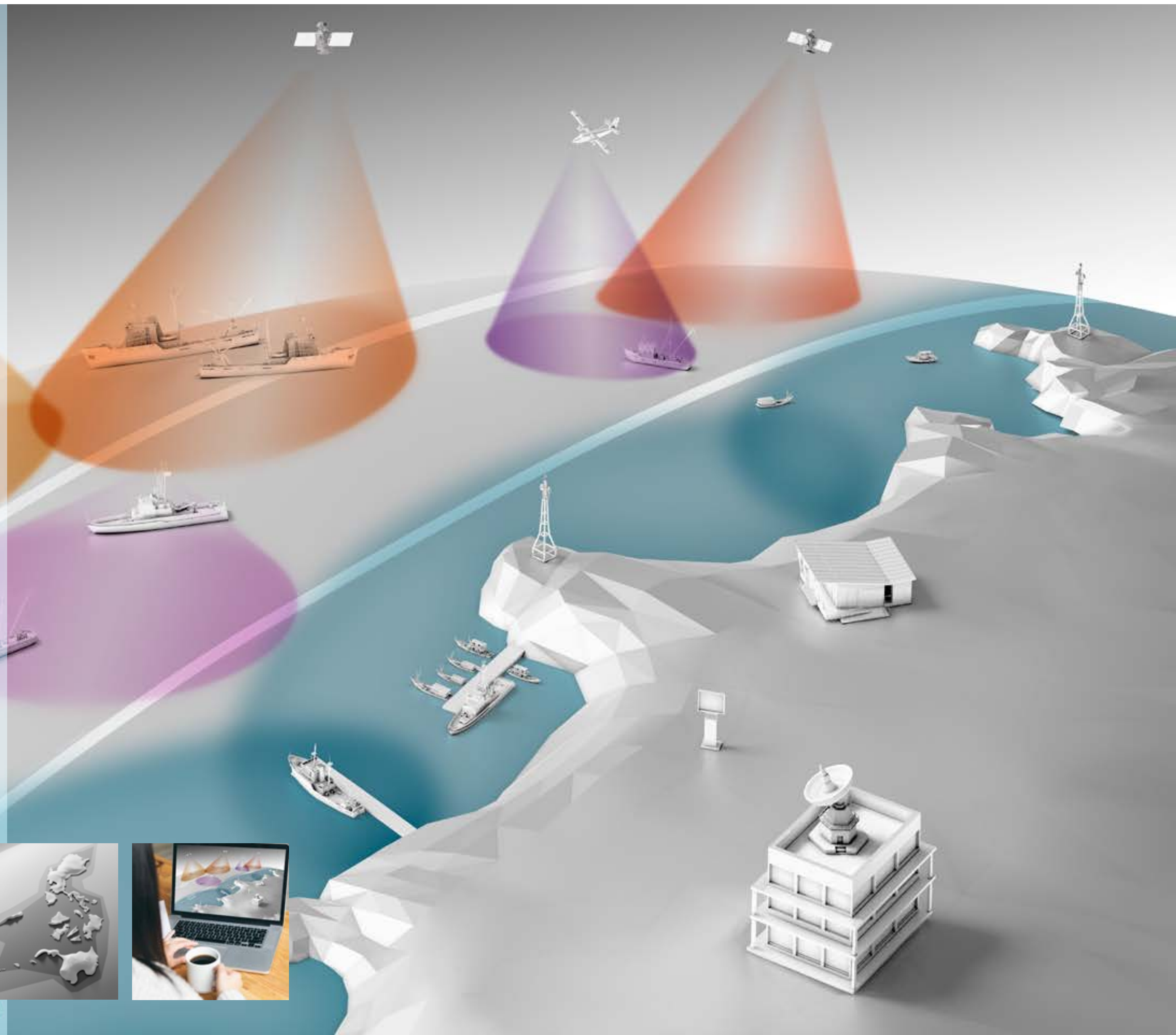
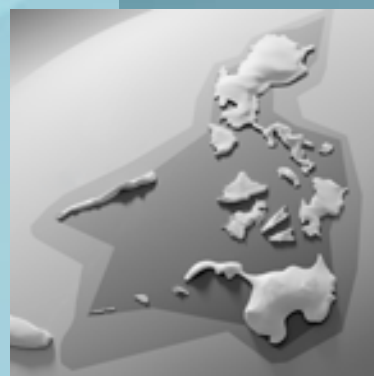
SRT Marine develops and delivers advanced maritime domain awareness technology, particularly in the field of Automatic Identification Systems (AIS). The market leader recently approached MTM with a requirement to support its sales team with refreshed assets and comms tools that would reflect the brand's position and capabilities more accurately.

We worked with the business's engineering department and marketing team to understand their priorities and uncover the best way to explain the technology, SRT's unique approach, and its critical points of difference to a varied and mostly non-technical audience.

The creative assets we produced provide a distinct and consistent look and feel and an effective way for SRT to detail its operating environment, platform and R&D. Each element was developed with flexibility in mind, ensuring all future requirements can be met cost-effectively, with assets re-edited and reused without limitation.

MTM is now working on the next stage of the programme, developing sales and marketing video assets to support em-trak, SRT's consumer-facing brand for advanced AIS technology.

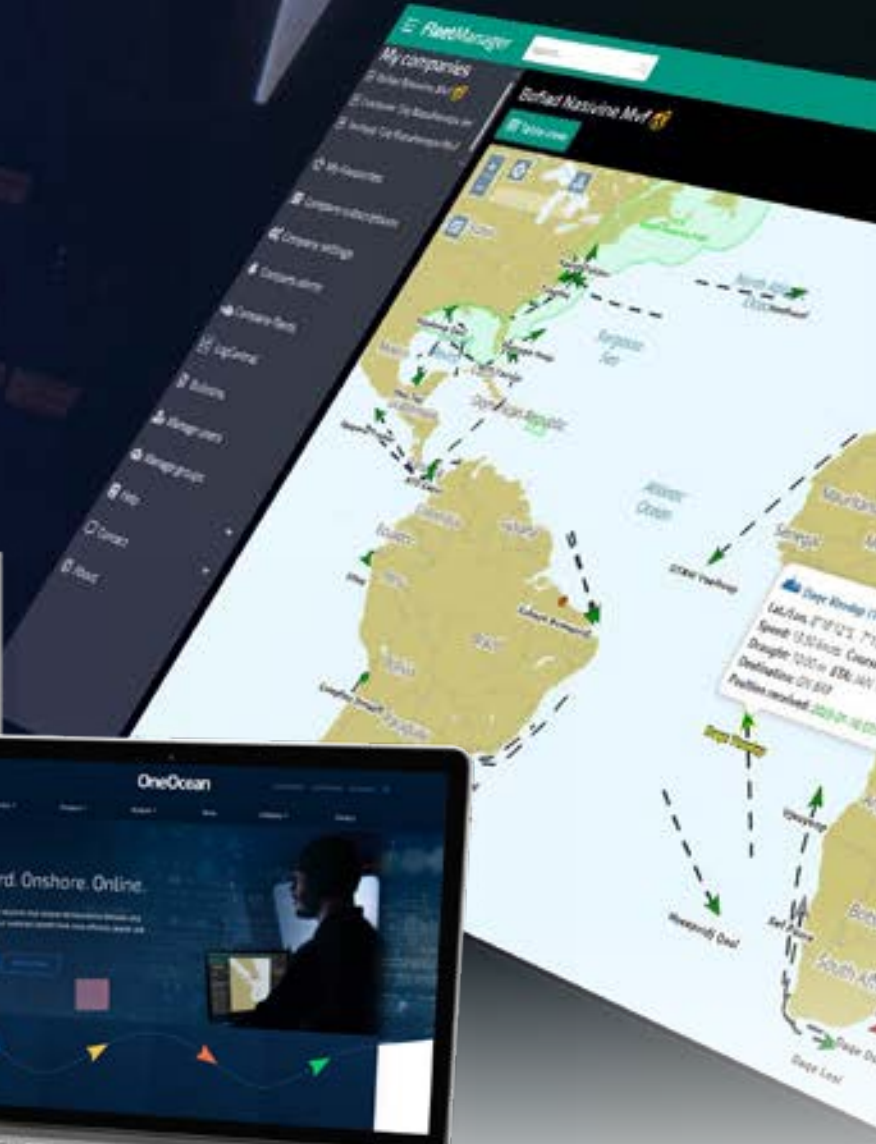
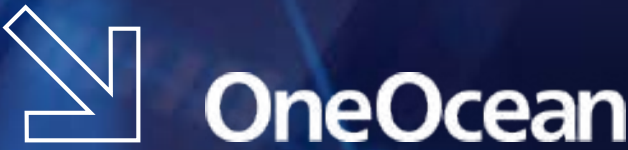
If you're interested in developing your brand and marketing assets through 3D design and animation, check out our 3D showreel on our website or YouTube channel, or just drop us a line. We can support requirements for simple 3D product renders, all the way through to fully realised 3D worlds delivered using the latest gaming engines and incorporating opportunities for VR and augmented reality.





# Two become Maritime No.1

OneOcean is the largest global supplier of voyage optimisation solutions for the maritime industry. Formed from the merger of London-based ChartCo and Montreal-based Marine Press. They provide advanced, integrated digital navigation and regulatory compliance products to almost 20,000 vessels worldwide.



## The brief:

Following the recent merger, OneOcean approached MTM with a complete branding and digital delivery requirement, looking for an integrated agency to support the development of a new visual identity and best-in-class website.

In addition to the new look and feel, the brief called for the development of a full suite of brochures and supporting marketing materials, including videos, a multi-channel social media content plan and related assets, event materials, presentations and much more.

The digital requirements included the design and build of a new company website, as well as defining OneOcean's online tone of voice, language, messaging and all website copy. Technical aspects of the project included leveraging APIs to integrate the website with Salesforce and the OneOcean CRM.

Another key aspect of the brief was an awareness that historical brand associations – relating to printed, paper-based maps – were impacting OneOcean's preferred positioning as an advanced digital software and data provider. The resulting project outputs therefore needed to work hard to define the business and its capabilities from the first interaction and ongoing.

## The solution

Following extensive stakeholder engagement, including internal and external focus groups and one-to-one interviews with key decision-makers and product owners, MTM developed, collated and presented our recommendations to the client.

Broken down into clear sections, with priorities and dependencies, we outlined our approach to each aspect of the project and provided the justifications for our decisions, using our primary and desk-based research. We highlighted the need for OneOcean to own the digital charts and compliance space by conveying a strong position of authority, retaining the use of direct, straightforward language, whilst also leveraging clean, simple design and well-defined layouts to ensure every aspect was easy to understand.

Visual elements needed to be distinct and unique, instantly recognisable as OneOcean but retaining the simplicity to be universally understood. The design of infographics and digital product descriptions needed to feel modern and sophisticated to match the advanced technical nature of the products and to align with OneOcean's preferred positioning as the market and technology leader.

Our strategy for the website UX (user experience) focused on the audiences, understanding their requirements and uncovering how we would meet their needs. We wanted to drive effective levels of engagement and to do that, we needed to have the right information, structured effectively, with a considered hierarchy to our messaging and key information presented clearly – supporting the user throughout their journey.

Increasing visitor numbers and return visits was naturally a key project objective, but we also wanted to support the larger goal of building a closer bond with OneOcean's new and growing audience through greater understanding of the 'how' and the 'why'. With this in mind, the newly proposed sitemap included specific landing areas and additional content pages for each of the new solutions.

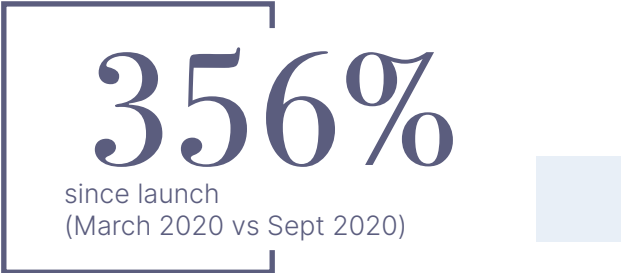
Each section details the relevant application, technology, and features and benefits. Key information is communicated visually through an increased use of illustrations, diagrams and video to provide a more engaging experience and effective narrative. The existing and legacy product information was integrated into the relevant solutions areas so as to convey each solution's constituent parts and to ensure our existing audience recognises familiar products.

Applying the new branding and bespoke design to the new WordPress site, we developed a bespoke theme and provided a modern and clean overall look, as well as creating new functionality and improved user journeys, with greater emphasis on calls to action and signposting to key areas of the site.

## The results

Now complete, the project was delivered on time and on budget and provides a public image for the brand that is reflective of its position, and with the flexibility OneOcean needs to meet their requirements both now and in the future.

Monthly traffic to new site has increased



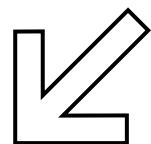
Bounce rate reduced by



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# Evolution of a brand



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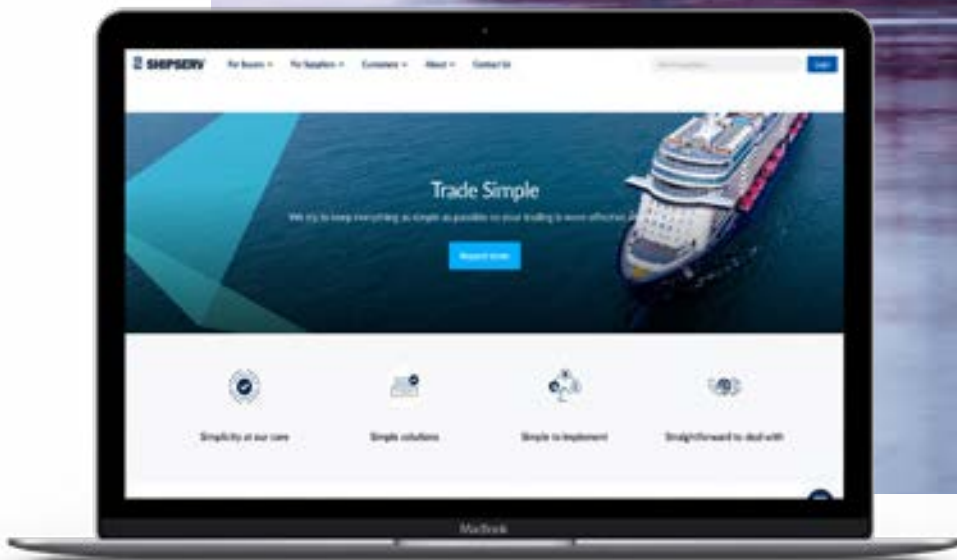
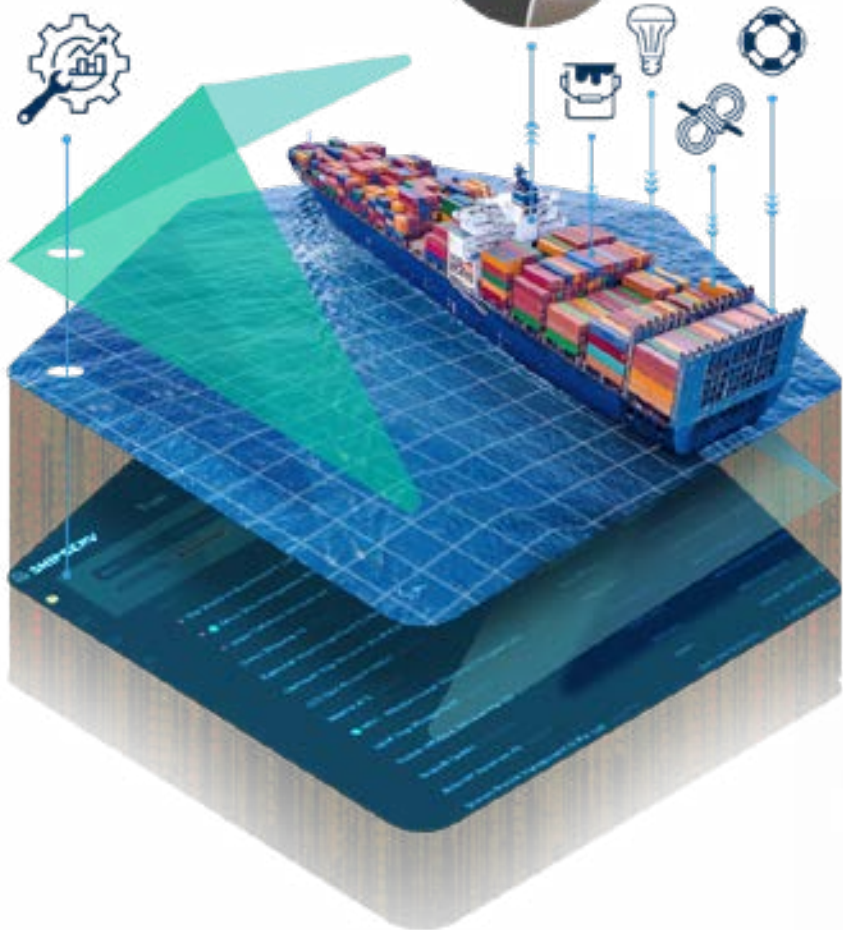
ShipServ approached MTM after previous creative agencies had failed to adapt to the business' fast-paced and dynamic delivery requirements. In response, ShipServ needed an agile partner that could support them as an extension of their own marketing function, working closely with its internal team and senior decision-makers, and collaborating every step of the way.

After a competitive selection process, and an initial project to develop a suite of digital customer literature, MTM was asked to work with the ShipServ team to perform a full rebrand of the business.

Following stakeholder engagement and review of the current look and feel, we took the brand on an evolutionary journey. ShipServ wanted to move the brand forward but it didn't want to entirely lose the elements that it felt resonated with, and were recognisable by its audience. With that in mind, we developed an updated vision for the brand, with a revised logo and tagline, new graphic elements and primary colours. Everything was designed to feel fresh, yet familiar, mixing subtle tweaks with larger changes. The project also included building a library of authentic feeling imagery, new fonts and iconography, and a range of bespoke 3D illustrations to support the communication of ShipServ's products.

Once approved, the new brand was rolled out to a new ShipServ website, which was developed in house and launched in September 2020. Completing the project, we supported the sales and marketing team with the development of a new, easy to use corporate presentation template, PDF ebooks, research papers, and all relevant marketing assets.

We look forward to continuing to support the business and its evolving requirements in 2021!





# virtual events

## Maximising opportunities to engage its audience during 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 current unforeseen challenges 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 our Squadron, Targa and F//LINE model ranges, allowing customers to explore the Fairline family of yachts during social distancing and in the longer period 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.

### The results

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

4mins  
average time on site

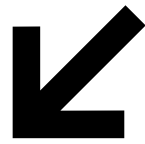
40k+  
video views in the first week

10,000  
engagements in first week



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**Its time to be excited by the opportunities VR has for your business**

The expectations of your audience are constantly growing and therefore 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 stand-out customer experiences, virtual reality (VR) is perhaps one of the most exciting.

While VR isn't right for every brand, its appeal and potential application is broadening all the time. To get to the bottom of what works and what's possible, it always helps to provide some examples and context to show how your brand can transport its customers and prospects into a digital space that delivers on their requirements and exceeds their expectations.

70%

of consumers want companies to personalise their brand experiences

80%

of consumers are more likely to purchase a personalised experience



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**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. Convincing the customer that they need the optional ‘Belgravia package’ is surely easier when they can see the difference in the space and experience it from every angle. It's easy to see how the possibilities translate into our world of luxury marine experience.

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. You can see the project case study and results on our web site and read the full VR article on The MTM Agency website.



Time to  
get excited







# Our services



## A range of services to give you a louder voice

Using our conversation-cloud approach, we develop strategies and solutions fast, integrating marketing and PR with digital innovations to create client campaigns that give them a voice.



Brand	Digital services
	
Brand identity	Digital strategy
Brand strategy	UX
Creative marketing	Web design
Exhibitions & events	SEO
Film & animation	PPC
Graphic design	Website management
	Social media

PR & content
Crisis & issues management

Product launches & events
CSR
Digital PR & social media
Internal comms
Media relations

Media Planning & Buying

Full production
Digitally-led channels
Audience building
Performance evaluation
Digital Development
CMS development

Website development
Hosting & support

### Our Partners:

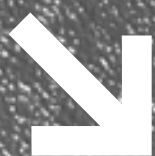


Services & Ratings	
Recommended Rating	
<b>+ 9.5</b>	out of 10
Benchmarks	
Value for Money	9.6
On Time	9.9
On Budget	9.8
Client Services	9.8
Creativity & Innovation	9.8
Effectiveness	9.8
Strategic Thinking	9.8





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Institute of Marketing



The Drum  
Recommended  
Until Mar 2022