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OUR MARINE EXPERIENCE

Discover our breadth of experience within the marine sector

OCEAN INFINITY

Robotic ships: Revealing the future of the maritime industry

INCHCAPE

Meeting Objectives for Growth, Engagement, and SEO

CLARKSONS

Navigating Success in Offshore Wind

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





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**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.

The MTM Agency continues to grow and evolve its capabilities to meet the global challenges faced by our brand partners across the breadth of the maritime sector.

Our agile, integrated approach allows us to create and deliver strategically-driven branding, campaigns, and experiences, leveraging new opportunities through the channels that will be most effective. Our recommendations are informed by our dedicated data analysts, who apply a critical layer of intelligence to ensure we maximise ROI.

ESG strategies have now risen to the top of the agenda with most major brands in the industry, highlighting the importance of carefully planned communication strategies that address the expectations of every stakeholder in order to build brand loyalty and create long-term value.

Our teams across the agency are available if you would like to explore our approach to harness digital, create better events or deliver focused ongoing communications strategies. Give us a call, it will be good to hear from you.





Our maritime expertise



Our in-house team of maritime sector specialists has decades of collective experience in developing and executing engaging communication 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 effective results across the board.

DECARBONISATION
COMMUNICATION
& CONNECTIVITY
NAVIGATION
& TECHNOLOGY

SHIPOWNERS &
SHIPPING LINES
TRADE ASSOCIATIONS
FLEET MANAGEMENT
& PORT SERVICES

OFFSHORE & ENERGY
OIL & GAS
COMMERCIAL

UAVS
COASTAL, NEARSHORE,
OFFSHORE & SUBSEA
AUTONOMOUS SHIPPING
& HYDROGEN



Customer and brand experiences

... across multiple touchpoints

Our points of excellence

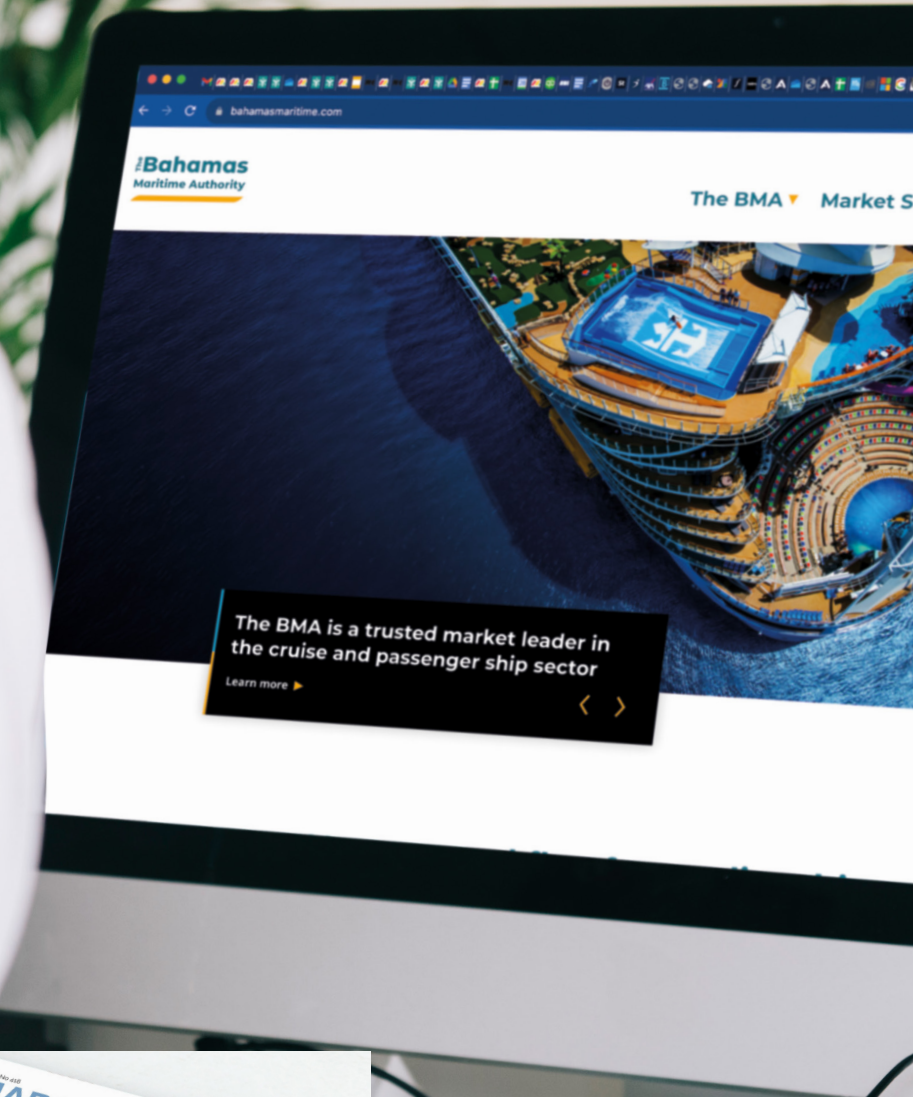
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1

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



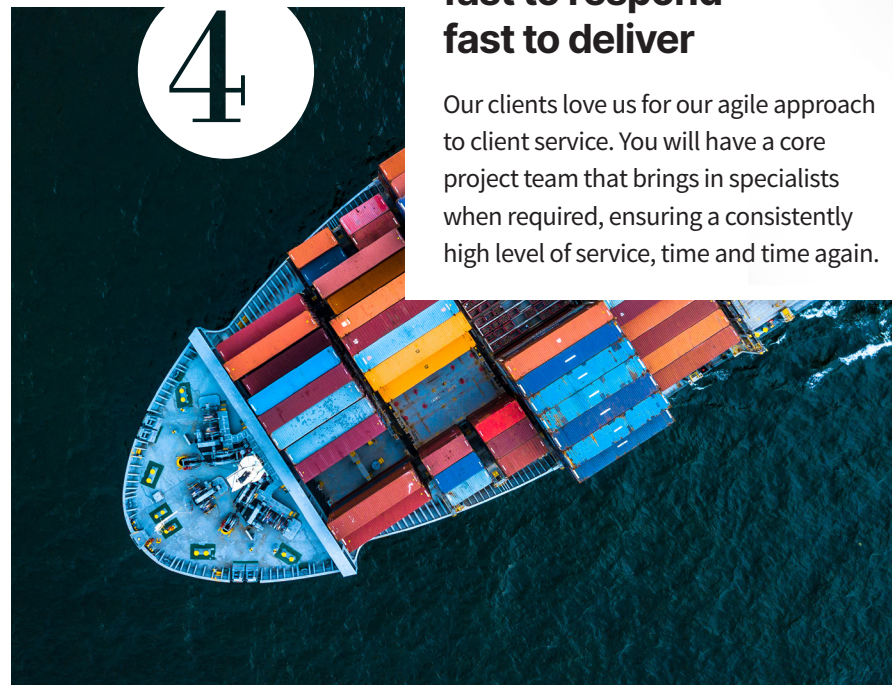
PR and content strategies to engage and influence your audience

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

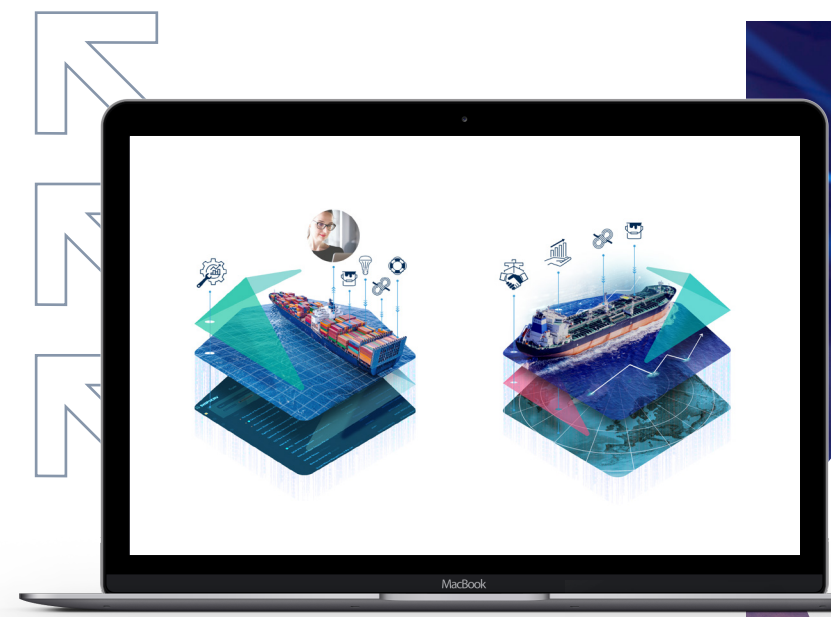
Our clients love us for our agile approach to client service. You will have a core project team that brings in specialists when required, ensuring a consistently high level of service, time and time again.



6

Data-driven actionable insights for improved ROI

We extract knowledge from your data to understand customers' behaviour, predict trends, improve return on investment (ROI) for your marketing campaigns and give greater visibility on your business pipeline.



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.

EXCELLENCE



7

Development of the annual review for Associated British Ports (ABP)



In 2023, ABP selected MTM to develop an annual review document that would engage its stakeholders with a compelling presentation that not only detailed its investments and commercial strategy but also highlighted the company's commitment to innovation, sustainability, and the well-being of its employees and communities.

To bring the narrative to life, the MTM design team created a cohesive visual concept that incorporated the colours, typography, and visual elements aligned with ABP's brand, overlaid with elements of the Union Flag. The document utilised infographics, photographs of employees at work, and bespoke illustrations to engage readers and convey a wealth of information in an accessible manner.

At the heart of the annual report was the sustainability and innovation showcase section. This segment featured case studies on key projects that demonstrated ABP's commitment to sustainability and innovation. From renewable

energy installations to smart port technologies, the report highlighted tangible examples of ABP's positive impact on the environment and the industry.

ABP's employees play a pivotal role in the company's success. Reflecting this, the annual report dedicated a section to employee activities and award successes, sharing their stories, achievements, and contributions to the organisation. By humanising the workforce, ABP showcased the people who enable the company to thrive.

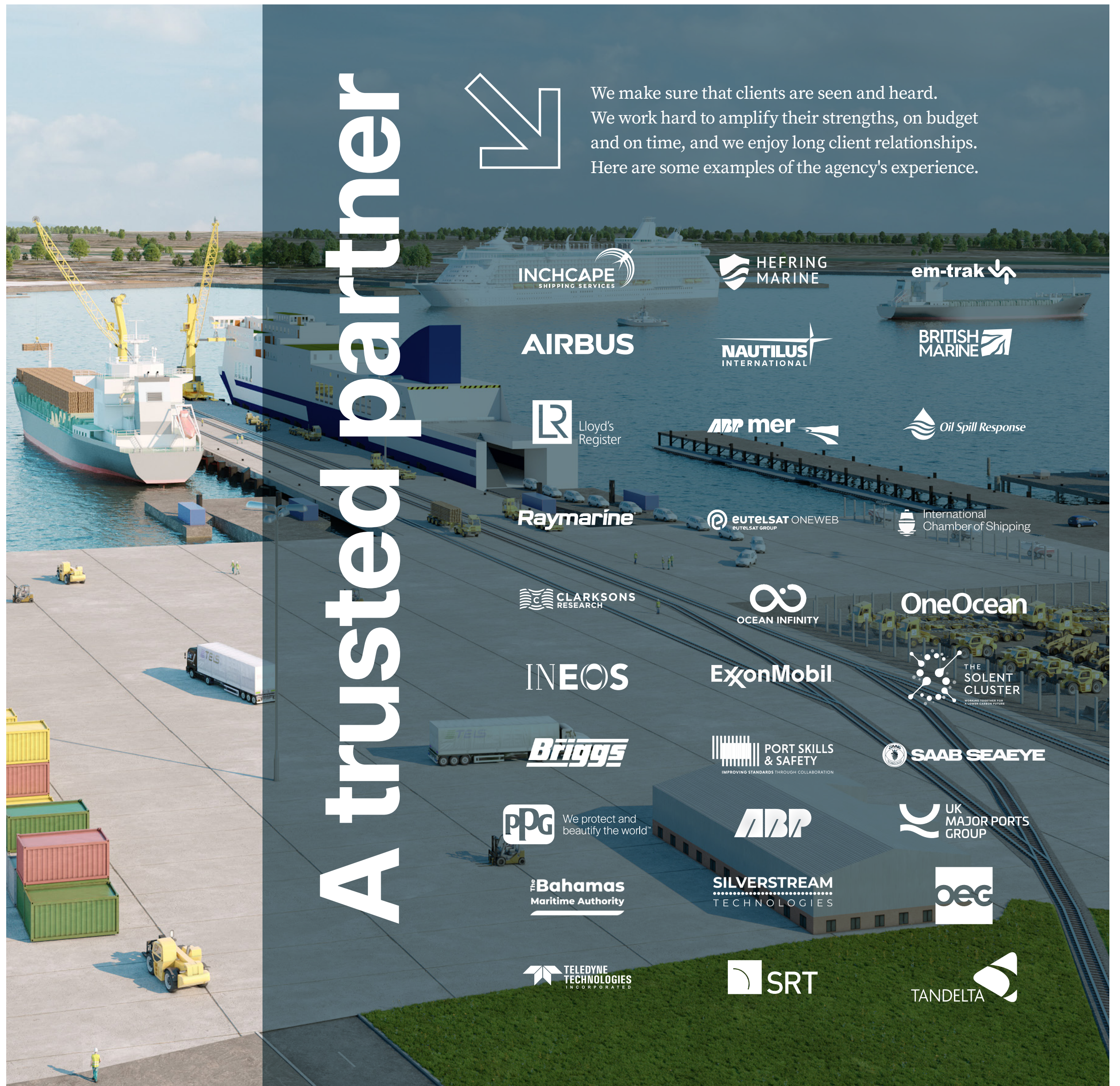
The annual report received overwhelmingly positive feedback from stakeholders. The interactive digital format allowed ABP to reach a wider audience, and the engaging design kept readers invested throughout the report. The emphasis on innovation, sustainability, and people demonstrated ABP's alignment with the evolving expectations of the industry and society. The report solidified ABP's reputation as a responsible and forward-thinking port operator.



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 some examples of the agency's experience.



Robotic ships: Revealing the future of the maritime industry



Ocean Infinity is a dynamic marine technology company operating at the forefront of ocean exploration. It leverages the latest in innovative autonomous underwater vehicles (AUVs) and a new fleet of semi-autonomous ships that represent the next generation of commercial maritime vessels.

The opportunity:

Ocean Infinity was at a pivotal moment in its rapid journey; the first of its new 78m Armada vessels was nearing completion in a Norway shipyard, ready to undergo extensive sea trials. The client wanted to maximise the impact of the launch, and asked MTM to identify a strategic media partner, which would help tell Ocean Infinity's story and amplify its visibility to audiences around the world, outside of its usual maritime media audience.

MTM responded with a review of key media broadcasters having considered the global reach, credibility, trust, audience alignment, platform integration and news syndication opportunities of each. MTM chose the BBC for its **worldwide reach, high trust scores, and ability to tell stories in more detail across multiple formats.**

International news services, led by CNN and BBC News, enjoy tremendous name-recognition (more than 75 percent globally) and strong degrees of trust in their accuracy and expertise. And, when compared to newer titles, like BuzzFeed or Huffington Post, there is no comparison regarding brand equity. It's a new landscape, but one where established players still have the strongest fundamentals.

Recognising this evolving landscape of news consumption, the BBC's **multi-platform** offering was integral to the strategy behind our selection. This includes the staples of television and radio, as well as **digital and social media channels.** By leveraging this mix, Ocean Infinity's story was able to reach a broader mix of audiences across various channels, ensuring **maximum visibility and accessibility.**

'The company wanted to expand beyond niche markets and capture the attention of a broader audience'

Approach:

To engage audiences beyond sector-specific trade media, we needed to craft a cohesive brand narrative that resonated with those we wanted to reach. This involved highlighting Ocean Infinity's unique proposition, its values, and its technological advancements in a compelling manner that communicated Ocean Infinity's meaning and vision effectively.

The pinnacle of our approach was a four-day guided excursion to Norway, designed to provide the BBC's team with an exclusive firsthand experience of Ocean Infinity's groundbreaking technology onboard an Armada vessel. This experience included live demonstrations of the autonomous technology and in-person interviews with key personnel, aimed at showcasing the company's journey, innovation and expertise.

From briefing the crew to orchestrating logistics, every aspect of the trip was carefully coordinated by the MTM team to ensure a seamless and impactful experience for both Ocean Infinity and the BBC.

The results

8 BBC formats including digital, social, TV and radio

100+ pieces of additional news coverage

706.4 million global audience reached

'The collaboration yielded impressive results: 8 x BBC formats simultaneously going live. BBC digital, social, TV and radio coverage. The story was also picked up by over 100 additional global news outlets, helping the campaign reach a staggering **706.4 million** viewers globally'

Rebecca Morelle, BBC Reporter, expresses gratitude to the MTM team for the opportunity to delve into Ocean Infinity's world, highlighting the team's **professionalism** and the allure of OI's state-of-the-art vessels.

Inchcape

How MTM took a shipping services leader on a journey to re-design and develop a new online environment.

Inchcape Shipping Services (ISS) is a provider of maritime services, port agency, supply chain logistics and managed solutions. Its ethos is centred on realising a better tomorrow through a more connected industry, with its 3,100-strong global team at its core. Its website, however, didn't reflect this dynamic organisation and didn't do justice to the brand's vision, purpose or operations.

Challenge:

ISS's goal in redesigning its site was to demonstrate its global reach, the impact of its activity and the value it provides to the maritime industry worldwide.

The ISS team had a vision for a site that would communicate the brand's story and ambition whilst effectively promoting a diverse range of services and solutions to a global audience. ISS wanted to boost website traffic and lead conversion through an expansion of leadership content, and innovative tools that would help ISS's audience navigate the ever-evolving maritime landscape, combined with improved UX informed by the site's analytics and other data insights.

Finally, ISS wanted the site to showcase its people and celebrate their endeavours and achievements, as well as the business's commitment towards a sustainable future for the whole maritime industry.

All of the requirements needed to be delivered via a site that was easy and cost-effective to manage and develop, with a secure, open-source CMS enabling easy expansion of the website's content.

Solution:

To deliver on these multifaceted requirements, we formulated a website redevelopment plan that encompassed the objectives outlined for the site but also included an SEO strategy to secure top-ranking positions on search engine results pages (SERPs).

Beginning with design and navigation, we worked with ISS's new brand guide to design a site that would be a flexible, scalable digital product, encouraging exploration and engagement while funnelling visitors through clear pathways aligned with their intentions.

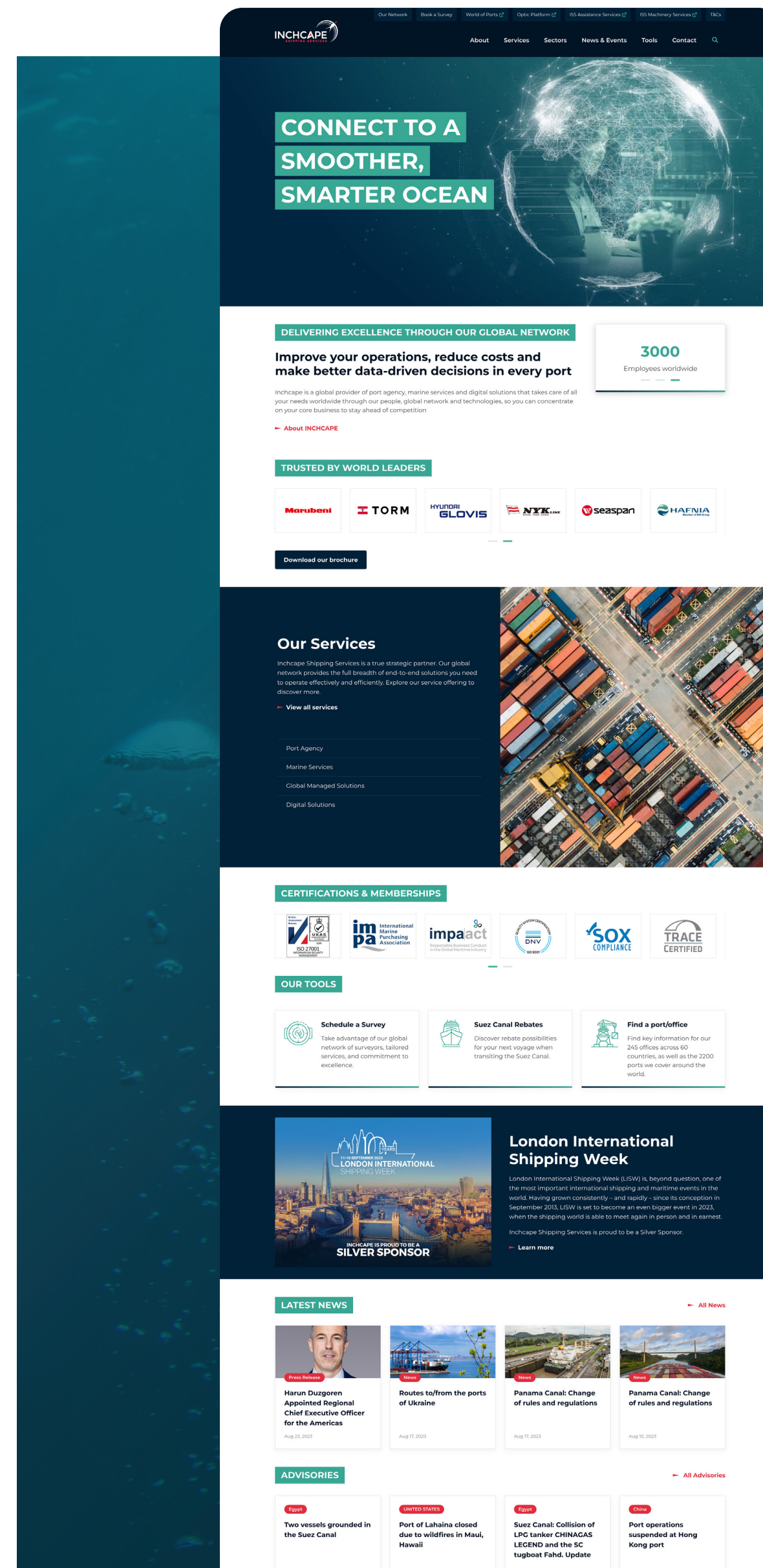
To support the brand's desire to keep the site "Simple, easy and straightforward", services and solutions were presented succinctly, aiding the buyer's journey and potential lead conversion, with well-delineated information and clear CTAs across the site. Site imagery was also replaced throughout, with an increased focus on ISS's people, working and supporting customers.

Concurrently, we executed the agreed SEO content strategy. The site's content was updated, edited and curated, incorporating keywords that reflected both industry trends and the company's offerings.

ISS was able to showcase its commitment to supporting the industry and innovation through the addition of bespoke, free-to-use tools. The Crew Change Tracker offers real-time insights into global port personnel and related challenges, equipping maritime professionals with critical, timely intelligence. The Suez Canal Rebate calculator uses an API-driven data set to demystify complex rebate structures, enabling users to calculate voyage costs accurately. Meanwhile, the Find a Port/Office application facilitates swift access to essential information about Inchcape's extensive global network of 2,200 ports and offices.

Design Considerations

- **User Experience:** A user-centric design and navigation enhancements improved engagement to encourage longer page viewing times, repeat visits and reduced bounce rates.
- **Brand Resonance:** The revamped design and messaging consistently communicate Inchcape's brand values, establishing trust and credibility among visitors.
- **SEO:** Best-practice approach to page structure and content throughout the site, increasing organic traffic and potential leads.
- **Unique Tools:** Innovative tools like the Crew Change Tracker and Suez Canal Rebate calculator helped to solidify Inchcape's position as a pioneer in industry innovation.
- **Commercial:** The refined presentation of services and solutions, combined with updated navigation, targeted increased lead conversions.
- **Compliance and Accessibility:** Adherence to accessibility standards aligned with Inchcape's commitment to inclusivity and supporting those with disabilities.

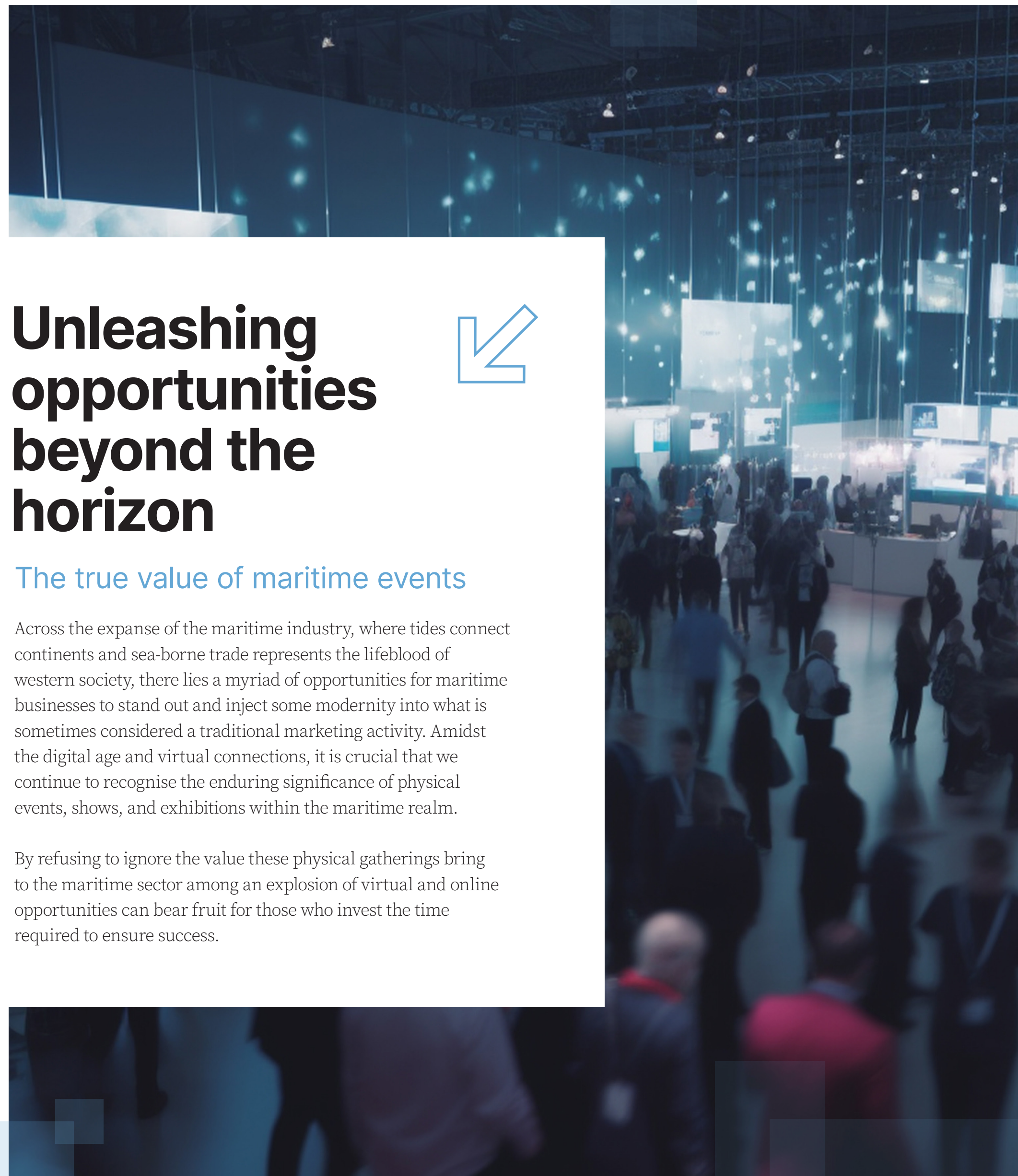


Working with MTM has been a universally positive experience, and we are very happy with the results of our ongoing relationship. The website redevelopment project has given us an intuitive and optimised platform that we can continue to develop, and we are already seeing the results we set out to achieve.

By synergising commercial objectives, brand alignment, innovative tools, and a considered SEO strategy, we not only redefined ISS's online identity but also helped to affirm its leadership position within the maritime sector. The project underscores the power of a holistic approach to website redevelopment, where SEO harmonises with engagement and growth objectives to deliver an outcome far greater than its constituent parts.

David Barker, Head of Global Marketing and Communications, Inchcape Shipping Services.





Unleashing opportunities beyond the horizon



The true value of maritime events

Across the expanse of the maritime industry, where tides connect continents and sea-borne trade represents the lifeblood of western society, there lies a myriad of opportunities for maritime businesses to stand out and inject some modernity into what is sometimes considered a traditional marketing activity. Amidst the digital age and virtual connections, it is crucial that we continue to recognise the enduring significance of physical events, shows, and exhibitions within the maritime realm.

By refusing to ignore the value these physical gatherings bring to the maritime sector among an explosion of virtual and online opportunities can bear fruit for those who invest the time required to ensure success.

The power of physical presence

In an era of digital transformation, physical events hold an unrivalled power to facilitate face-to-face interactions. The maritime industry thrives on relationships built upon trust and personal connections so events provide a unique opportunity for stakeholders to meet, engage, and create lasting impressions. From shipbuilders and suppliers to regulators and investors, the synergy that emerges from direct human interaction amplifies business opportunities and fosters collaborations that are difficult to replicate in the virtual realm.

Showcasing innovation and technology

Maritime events act as vibrant arenas for exhibitors to showcase their latest innovations, cutting-edge technology, and breakthrough solutions. From state-of-the-art vessels to the connected digital platforms of tomorrow, these gatherings act as launching pads for maritime advancements. According to recent statistics from the International Maritime Organization (IMO), the global maritime industry is witnessing a significant surge in technological advancements, with digitalisation, automation, and connectivity driving transformative change. With so much opportunity on offer, exhibitions and events allow industry players to experience first-hand the power of innovation, enabling them to stay ahead of the curve and embrace the possibilities of the future.

Education and knowledge sharing

Beyond commercial opportunities, maritime events serve as platforms for knowledge sharing and professional development. Workshops, seminars, and keynote speeches by industry experts offer invaluable insights into the latest trends, regulations, and best practices. In an industry that constantly evolves, taking part in these events allows brands to demonstrate their positioning and offer, and ensure their audiences are well informed and able to make informed decisions.

The educational aspect of maritime gatherings ensures that the industry remains dynamic, adaptive, and ready to tackle emerging challenges. Positioning your organisation as a leader across these challenges can be transformational and significantly enhance the perception of the brand.

According to a survey by B2B Marketing, 78 per cent of marketers believe thought leadership enhances their perception and credibility in the market and maritime events provide an ideal stage for industry leaders to establish this type of positioning. By delivering impactful presentations or participating in panel discussions, experts can influence the direction of conversations, shape industry narratives, and inspire others. Thought leaders become synonymous with innovation and expertise, creating a ripple effect that permeates through their audiences.

Networking and relationship building

Covid may have driven a rapid acceleration in the shift to digital, but relationships are still the lifeblood of the maritime industry, and events act as catalysts for networking and relationship building. According to a recent study by Deloitte, 85 per cent of professionals believe that face-to-face meetings and conferences are essential for establishing strong business relationships. These gatherings create an environment conducive to collaboration, from chance encounters on the exhibition floor to deliberate networking sessions. Active participation in maritime events ensures that organisations can foster interpersonal relationships and seize collaborative opportunities.

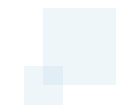
Showcasing maritime heritage and culture

Maritime events celebrate the rich heritage, culture, and traditions of the industry. They provide an opportunity to showcase seafaring history, naval architecture, craftsmanship, and maritime artistry. By bringing together diverse stakeholders, these events foster a sense of community and pride. Whether it's highlighting your sustainability initiatives or championing your teams on the ground around the world, maritime events honour the past while embracing the future, uniting the industry under a shared sense of identity.

In the end...

...within the ever-evolving landscape of the maritime industry, the significance of events, shows, and exhibitions still shouldn't be underestimated. Yes, you need to know your audiences, be creative, manage budgets carefully and define appropriate KPIs but if you plan properly and define your objectives early, you can ensure your investment is exactly that – an investment and not a cost.

In a world where the sound of another Microsoft Teams call can continually be heard, let us not forget the transformative power of physical presence, where the maritime industry truly comes alive.



Tailored communication

Enhancing business decarbonisation initiatives

The global landscape of corporate responsibility is undergoing a seismic shift. As sustainability and environmental concerns rise to the upper echelons of public discourse, businesses are increasingly expected to take a proactive stance in reducing their carbon footprint, as well as actively embracing wider decarbonisation initiatives. Where once brands saw a robust environmental commitment as an opportunity to communicate a point of difference, today it is the very minimum expected by all stakeholders.

In 2023, decarbonisation communications strategies must be distinct, tailored and differentiated to achieve maximum impact.

Tailoring the message to match stakeholder expectations

Decarbonisation initiatives can represent a pivotal turning point for businesses navigating the complex web of stakeholder expectations. This multifaceted journey demands an understanding of key stakeholders' diverse interests and priorities, including investors, customers, employees, and the wider community. By adopting a nuanced communication approach that addresses the unique concerns of each group, businesses can forge a deeper connection, build trust, and maximise the impact of their decarbonisation activities.

Aligning financial objectives with sustainability goals

Investors now play an ever-growing role in shaping a company's decarbonisation journey. According to a 2023 study by Morgan Stanley, 85 per cent of individual investors and 95 per cent of asset owners are interested in sustainable investing. These groups increasingly seek assurances that their financial investments align with sustainability objectives and demonstrate a commitment to long-term value creation.

To resonate with this group, businesses need to consider how they can communicate their decarbonisation strategy in financial terms in order to attract investors and funds that prioritise sustainable practices. Including metrics like Return on Sustainability Investment (ROSI) and the integration of environmental, social and governance (ESG) factors, specific to decarbonisation, in financial reporting demonstrates how decarbonisation efforts are contributing to both your environmental impact and long-term financial stability.

Customers: Building brand loyalty through shared values

Consumers are more discerning than ever before, actively seeking products and services that reflect their values and share their positions on issues important to them. A recent report by Accenture stated that 69 per cent of consumers prefer to support companies that demonstrate social and environmental responsibility.



To appeal to this audience, businesses must integrate their decarbonisation initiatives into their brand identity and messaging. Businesses can build an emotional connection with their customers through authentic storytelling highlighting the positive impact of their efforts on the environment and society. Engaging with customers through interactive campaigns, surveys, and feedback channels can also foster a sense of ownership in the decarbonisation journey, building an ever-more loyal audience.

Employees: Empowering the green workforce

When empowered to do so, employees can be a driving force behind successful decarbonisation initiatives. Prospective and current employees increasingly seek meaningful work and companies prioritising sustainability.

To motivate and engage their workforces, businesses should communicate their decarbonisation vision internally with clarity and transparency. Offering opportunities for training, and recognising individual contributions to sustainability goals builds trust in and ownership over the organisation's efforts.

Wider community: Embracing shared responsibility

Beyond direct stakeholders, businesses operate within a broader community context. Leaders in this space are actively engaging with the local community and demonstrating their commitment to environmental stewardship, knowing that it can foster goodwill and secure a social licence to operate.

Communicating decarbonisation initiatives in the context of community impact can involve town hall meetings and public forums, but the real opportunity is through collaborative projects that address local environmental concerns. Transparent reporting of progress and involving community members in decision-making processes strengthens the company's reputation and has a positive impact on the community.

Transparency and authenticity: Building trust

In an era where consumers demand greater accountability from businesses, transparency and authenticity are non-negotiable components of a successful decarbonisation communication strategy. According to a 2021 survey by Nielsen, 66 per cent of consumers are willing to pay more for products and services from sustainable brands, but they demand transparency in return. Brands that commit to sustainability initiatives but fail to deliver or don't acknowledge fundamental challenges with core business activities, risk falling victim to greenwashing – a practice that can have devastating consequences on a brand's reputation. Genuine transparency involves actively sharing the company's decarbonisation journey, its progress, and its setbacks or shortcomings.

Audiences aren't naive. If you are honest about your challenges and the potential obstacles in your way they are more likely to engage and listen. The majority of your audience doesn't expect a business to be perfect immediately, but by communicating the effort expended and barriers overcome in the pursuit of your decarbonisation and ESG goals, brands can demonstrate their commitment to continuous improvement and show how they are holding themselves accountable for their actions.

Educating the public: The role of thought leadership

In the pursuit of Net Zero, businesses have a vital role to play as advocates for climate action and environmental education. In a 2022 study by Ipsos MORI, 68 per cent of consumers questioned agreed that "businesses should actively communicate their sustainability efforts".

Thought leadership content is the perfect vehicle to do exactly that. It allows you to assume the role of credible experts, and serves as an ideal tool to drive awareness and inform audiences on the importance of your carbon reduction activities.

Thought leadership enables brands to become changemakers, transcending their roles as mere providers of products and services. Through credible educational initiatives, they can position themselves as informed sources of information on decarbonisation, climate science, and sustainable practices.

From webinars, workshops and whitepapers, to long or short form video and written content, thought leadership can take many forms.

Harnessing digital to drive greater impact

In the realm of decarbonisation, an effective strategy for social media, online content, and influencer marketing enables brands to foster greater awareness, drive engagement, and inspire collective action.

Social media platforms represent the dominant force in shaping public discourse and opinion. Brands need to leverage these platforms to initiate and participate in conversations about decarbonisation, climate change, and sustainable practices. Engaging content, infographics, and videos are able to communicate complex environmental concepts in an easily digestible format, capturing the attention of diverse audiences.

In addition to disseminating information, social media also provides an interactive space for businesses to have two-way communication with its stakeholders, addressing their concerns in real time and showcase progress in real time. This open, transparent, two-way communication fosters a sense of accountability. Working with carefully chosen influencers who are passionate about, and genuinely committed to, environmental causes can introduce the business's decarbonisation efforts to entirely new audiences.

Leveraging partnerships and collaborations

Developing mutually-beneficial partnerships and collaborations with organisations engaged in decarbonisation and sustainability activities means you can pool resources, expertise, and ideas to drive better outcomes while benefiting from the trust and credibility of the partner brand.

Government ministers and departments, through to local representatives, also play a crucial role in shaping the landscape related to climate change and decarbonisation so should be considered, depending on your objectives. Collaborating with governmental bodies and participating in public-private partnerships empowers businesses to contribute to policy development and advocate for effective climate action measures.

Successful lobbying is the art of presenting your decarbonisation objectives to relevant decision-makers in the right way, at the right time, and with the considered messaging that aligns with the objectives of the political body you are looking to influence. It's your opportunity to plant the seeds of change within their minds.

Within this dance, don't underestimate the importance of local MPs. They are the champions of their constituencies, including your own. Collaborating with these representatives can be a catalyst for progress.

Overall, by proactively engaging with policymakers, businesses can ensure that their decarbonisation efforts align with national and international sustainability goals. Furthermore, these collaborations enable businesses to communicate their needs and perspectives, fostering a more conducive regulatory environment for sustainable business practices.

The devil is in the detail

The journey towards Net Zero is unique to every business, and no one strategy would be relevant to all. Instead, every brand must ask the questions, what does OUR journey look like, whom are we looking to inform and engage, and how committed are we?

Whatever the answers may be, your communication strategy for your decarbonisation and wider sustainability objectives must be characterised by transparency, authenticity, education, and collaboration. Businesses that tailor their messages to resonate with specific stakeholders, communicate openly about their efforts, educate the public, and leverage strategic partnerships will be the ones that get to stand at the forefront of the conversation.



Innovation Zero



Maximum exposure for The Solent Cluster at new government-endorsed climate tech event

Insight

Formed in 2022, The Solent Cluster is a collaboration of industry leaders, global businesses, academic institutions and local government, all focused on decarbonising the region and supporting the UK's Net Zero targets. As part of the Cluster's objectives, the maritime sector represents a specific focus – reflecting the area's leading position within the industry.

The Solent Cluster decarbonisation plans include producing low-carbon fuels for the maritime and aviation sectors, as well as providing renewable energy to heat homes, businesses, and public buildings. This effort could position the Solent at the centre of low carbon fuel production in the UK and make one of the most significant contributions to the country's Net Zero ambitions, with the potential to capture approximately three million metric tons of CO₂ each year.

In May, The Solent Cluster attended Innovation Zero, the UK's largest cleantech and decarbonisation exhibition and conference. It is a government-endorsed event, intended to accelerate the commercialisation of decarbonisation solutions by connecting firms creating forward-thinking low carbon solutions with the requisite expertise, funding and customers.

The challenge

In its capacity as the exclusive marketing partner for The Solent Cluster, MTM utilised its knowledge and experience in the decarbonisation space to identify the opportunity presented by attending Innovation Zero to contribute to The Solent Cluster's wider aim: to be considered by central government in its Track-funding rounds.

This meant the approach to the event needed to centre on targeting high-profile government officials in order to be considered favourably when it came to the allocation of central government funds. The brief also included: the need to attract potential new Cluster members to join, such as educational institutions, private businesses and charities with a presence in the Solent region; the need to boost the Cluster's profile and reputation in the decarbonisation space; and the desire to make meaningful, mutually beneficial connections.

Healthy numbers in the following areas were key indicators of success: new Cluster members having joined after the event, attendees at speaker slots and meaningful interactions with both government and industry contacts.

Approach

The MTM Agency planned and executed the Cluster's attendance at the event and orchestrated an integrated campaign strategy that encompassed PR, social media, design and all project management relating to the event. Underpinning the campaign was a KPI of delivering heightened visibility of the Cluster as an authoritative and viable government funding candidate.



The solution

Event planning coordination

The MTM agency liaised with the Innovation Zero event organisers to maximise exposure and guarantee optimal stand location and speaker slots. Pulling together the right personnel from each Cluster member organisation to attend and represent the brand was also essential. Orchestrating the panel discussion speaker slot in particular to highlight multiple members was effective in demonstrating the collaborative nature of The Solent Cluster.

On the day event management included live troubleshooting and managing various external agencies and stakeholders.

Event stand design

The event stand location, as well as the design encouraged a constant flow of footfall into the stand throughout both days. The proximity to other decarbonisation Clusters was critical for visibility and engagement.

The stand had a fresh, clean look and was light and open in order to be approachable. The hanging messaging ensured the stand was visible across the packed conference space and informative screens inside the stand were designed to engage passing attendees and encourage them to stop and engage.

PR and social

Promotion of Cluster's attendance at Innovation Zero was crucial to boost the profile and prestige of the Cluster by associating with a government-backed event. The aim was to spread awareness of the Cluster's attendance, encourage footfall, and boost opportunities to make meaningful connections with government representatives, potential members and other stakeholders.

Anticipation started to build for the event through multi-channel pre-event comms and dedicated member newsletter. Using the existing Innovation Zero suite of visual assets and editing them to our use ensured a cohesive look and feel across multiple platforms and to match the high quality of existing Solent Cluster imagery and messaging.

This continued at the event itself with live social media coverage including high quality photography from one of MTM's in-house specialists. We developed a series of video and photo assets for social media use over the course of the event and beyond.

We identified and secured speaker opportunities at a panel event discussion and an individual talk by the Solent Cluster's Chair, Anne-Marie Mountfield. Both sessions attracted over 50 delegates and were live streamed via the Innovation Zero social channels.

The results

The way the Innovation Zero event was managed by the MTM team from conception, to stand design, to social media, PR and live event management portrayed The Solent Cluster as a sophisticated and ambitious Cluster. The profile of the Cluster was elevated and meaningful connections were made.

2,000 Visitors to the stand

86 attendees at the Panel Event

42 attendees at the Presentation Speaker slot

17 New Cluster members enrolled



3D vision

In today's fast-paced digital landscape, effectively conveying complex technology and creating engaging, photo-realistic product imagery can be a daunting challenge. Traditional approaches like product photography or illustration often come with constraints related to time, resources, and budget. To successfully navigate these challenges, it's crucial to begin with a clear understanding of your target audience and the message you want to convey. Here, we explore why leveraging 3D imagery and animation can be a game-changer for your brand.

1. Dynamic and engaging brand expression

In a world where visual content reigns supreme, 3D imagery and animation allow your brand's distinct personality to shine through in a dynamic and engaging way. It brings your products and technology to life, making them vivid and captivating. Whether you're running a brand campaign, promoting a product, or showcasing your latest research and development efforts, 3D offers unparalleled flexibility to create compelling narratives and communicate intricate information with clarity.

2. Bridging the knowledge gap

One of the standout benefits of 3D is its ability to bridge the gap between expert and non-technical audiences. Complex technologies often require detailed explanations, and 3D can simplify these concepts, making them accessible to a broader audience. Whether you're targeting seasoned industry professionals or the general public, 3D has the versatility to communicate effectively to all.

3. Audience-centric creativity

Successful marketing is always rooted in a deep understanding of your target audience. 3D design and animation not only cater to your audience's needs but also help in crafting a consistent look and feel that aligns with your brand's story. It's a medium that combines creativity with precision, ensuring your message resonates with the right people.

4. Unmatched adaptability

3D also provides unparalleled opportunities for adaptability, allowing you to reimagine and update each element with ease. For example, product photography creates a single image at a fixed angle, whereas with 3D you can rotate and reposition, update the background and lighting to your heart's content. This ensures that your marketing assets can meet future requirements cost-effectively, without any limitations.

Explore the possibilities

From simple photo-real product renders to fully realised worlds, the possibilities in 3D are endless. With the latest gaming engines and opportunities for virtual reality (VR) and augmented reality (AR) integration, you can create immersive experiences that captivate your audience like never before.

If you're looking to elevate your brand and marketing assets through the magic of 3D, we invite you to explore our showreel on our website or YouTube channel. Feel free to reach out to us, and let's embark on a journey to bring your brand's vision to life..



Navigating success in offshore wind

Crafting a compelling value proposition for a new consultancy startup

The offshore wind industry is a dynamic space. Those entering or operating within this market need to navigate the myriad challenges created by its global, interdependent players and resources, combined with local and regional risks and opportunities. It was against this backdrop that maritime and shipping service giants Clarksons approached MTM about AIR, a new service it was launching into the offshore market.

AIR would combine Clarksons' expertise in research and intelligence, with its global reach and offshore wind industry expertise into a unique, solution-orientated renewable energy consultancy service.

The AIR team wanted a launch campaign strategy, supported by a digital first campaign that would showcase its offer to the right people, with the right message. But before we could begin our creative journey, we needed to work with the client's team to understand how we would engage our audience and communicate the business' value proposition effectively across all activities.

Understanding the Landscape

Through our discovery phase, we interrogated the AIR team on its operating environment, potential clients and competitors, and combined these insights with a wealth of industry intelligence. One of the key takeaways we identified was that in the realm of offshore wind, complexity is constant, and decisions carry monumental consequences. In spite of this, companies embarking on offshore wind projects were often making critical choices without the comprehensive insights they needed. This realisation laid the foundation for a positioning that centred on illuminating AIR's clients' path to success through data-driven decisions and expert guidance.

Vision and Values

AIR's brand essence took shape around a singular vision: to empower its clients and foster sustainable growth in the offshore wind sector. AIR aspired to be more than just advisors; it aimed to be navigators, leading its clients through the intricate currents of the industry. The core values—integrity, excellence, collaboration, innovation, and confidence—formed a compass to steer the brand's character.

Distinctive personality

Building on this foundation, AIR's brand personality was designed to exude expertise and innovation. We embraced AIR's role as pioneers, using the knowledge contained within the team to inspire its clients and fuel their confidence. The resulting tone we set was ultimately informed and authoritative yet approachable, conveying AIR's confidence in tackling complex challenges while inviting collaboration on a global scale.

Crafting the message

Our messaging was not a mere statement but an invitation to partner in success. The hero message spoke directly to the heart of the matter—AIR's unrivalled marine intelligence to drive winning strategies. This positioned the brand as an essential sherpa in the uncharted territories of offshore wind development. The service description outlined AIR's unique offering: early engagement, risk mitigation, and informed decision-making, echoing its commitment to drive tangible results.

Value proposition and customer motivation

We honed in on the customer's core challenges—lack of information and the peril of blind risk-taking. We painted a vivid picture of the potential pitfalls of venturing unguided into offshore wind projects. By presenting AIR as the beacon of knowledge and insight, we addressed our audience's pain points, offering a solution that not only mitigated risk but also increased the likelihood of project success.

Results and lessons

The developed value proposition became a lodestar for the brand, directing communications and physical interactions. It resonated with potential clients, drawing them in with promises of clarity and competence in a foggy industry. The startup garnered traction, transforming clients' concerns into opportunities and solidifying its place as indispensable allies.

Takeaway for value proposition development

Purposeful vision

Articulating a clear, ambitious vision creates an emotional connection and a sense of purpose.

Values as guiding stars

A defined set of values acts as a cultural compass, guiding decisions and shaping interactions.

Personality with purpose

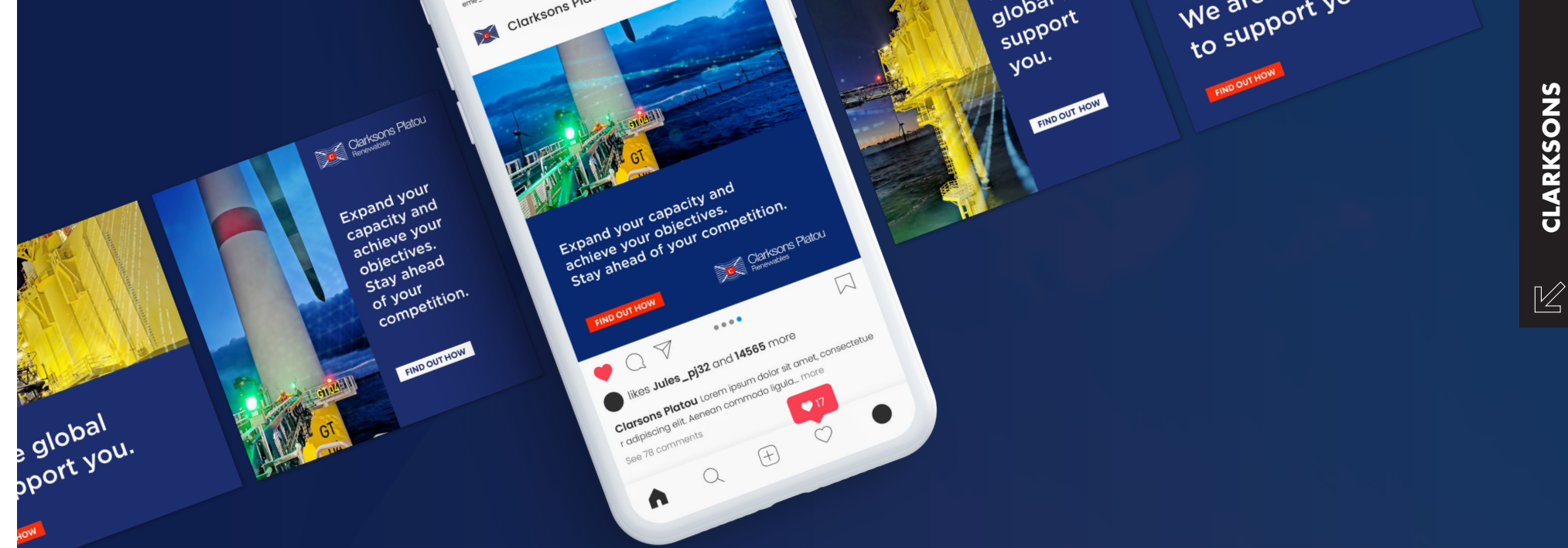
A distinctive brand personality should reflect the essence of the business and resonate with the target audience.

Messaging precision

Crafting messages that address pain points and present solutions aligns your offering with customer motivations.

Leveraging customer challenges

Identifying and empathising with customer challenges highlights the value of your solution.



Data Science



Data is like gold dust to brands

Getting the most out of your data is critical if you want to understand your audience and the competitive landscape. This is the cornerstone of our marketing tactics that lead to accelerated positive change for your brand.

Just like gold dust though it needs to be processed if you're going to realise it's true potential.

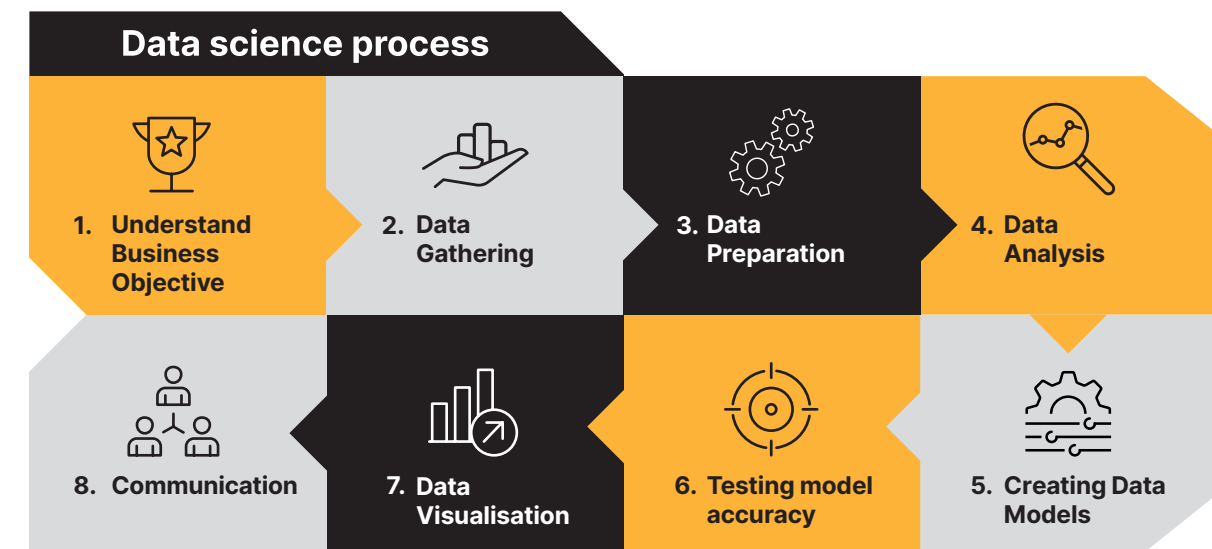


This is where we come in.

Using Data Science our team can:

- **Understand your customer behaviour**
- **Predict trends**
- Improve **return on investment (ROI)** for marketing campaigns and
- Give **greater visibility on your business pipeline** - meaning you can budget more effectively.

The MTM Agency research and data teams create algorithms to interrogate your data, to extract knowledge and trends to provide useful actionable insights.



What we do

Our expert data science team works with our brand partners to formulate bespoke data science projects to meet their business needs. The services which may be appropriate include:

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.

Data analytics includes inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.

Data Visualisation is the representation of data through use of common graphics, such as charts, plots, infographics, and even animations. These visual displays of information communicate complex data relationships and data-driven insights in a way that is easy to understand.

Data Science combines maths and statistics, specialised programming, advanced analytics, artificial intelligence (AI), and machine learning with specific subject matter expertise to uncover actionable insights hidden in an organisation's data.


If your organisation is looking to turn your gold dust solid, The MTM Agency is well placed to extract those actionable insights from your data bank which will accelerate positive change.

To book your **free marketing data assessment**, or speak to one of our data experts, **contact us today**

Our services

It takes the right mix of insight and experience to successfully navigate the maritime waters.

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	Website Management
Film & Animation	Social Media
Graphic Design	Data Insight
	SEO
	PPC



Top 10 rated agency in the UK

Recommended Rating

+9.4 out of 10

Benchmarks

Client Service	9.8
Creativity	9.8
Effectiveness	9.9
Strategic Thinking	9.9
Delivery	9.7
Return on Investment (ROI)	10

Our partners:



Crisis & Issues Management



Product Launches & Events

CSR

Digital PR & Social Media

Internal Comms

Media Relations



Full Production

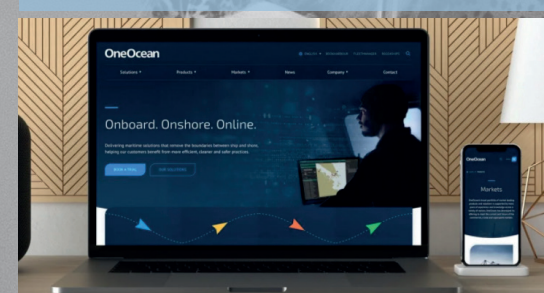
Digitally-led Channels

Audience Building

Performance Evaluation



CMS Development



Website Development

Hosting & Support



COME WITH US ON A JOURNEY.
 WE SHAPE COMMUNICATIONS TO CREATE
 OPPORTUNITIES FOR CONVERSATIONS
 TO GIVE BRANDS A VOICE.

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

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