

# **MEDIA RELATIONS CASE STUDY 2006**

## **The Environment Campaign for E/S Orcelle, Wallenius Wilhelmsen Logistics' 'Zero' Emissions RoRo Ship**

### **BACKGROUND**

Wallenius Wilhelmsen Logistics (WWL) employs 6,000 staff, has a turnover of \$2.8 billion, and operates about 60 RoRo (roll on, roll off) vessels that carry the world's leading automotive, agricultural and construction equipment brands.

The company's key audiences are logistics managers and freight forwarders and the trade media that serve the automotive, maritime and logistics media.

The Stockholm-based WWL Global Corporate Communications Team is headed by Carl Sommerholt, Vice President, Corporate Communications, Branding & Marketing and employs one external public relations consultant, based in the UK. The consultant is responsible for supporting the team globally on external media relations strategy and implementation.

### **THE ENVIRONMENT MEDIA CAMPAIGN**

Care of the marine environment is a fundamental ethos of WWL and its goals are to:

1. Reduce the impact of shipping activities on the environment
2. Work with customers to achieve common environmental goals
3. Be the best shipping line on environmental matters.

No advertising budget was available, so resources were plowed into all media relations campaign to realise the 'green' vision.

A 12 month media relations campaign was drawn-up which had at its heart a concept green vessel. The plan included hiring of Romeike International to help:

- Develop measurable messages to support WWL's environmental vision.
- Measure the effectiveness of WWL's environmental campaign.

## **Creativity**

### **E/S Orcelle – Nature Powers Car Carrier of the Future**

In January 2005, WWL's corporate communications team brought together a team of architects, designers and environmentalists to devise a 'green' concept cargo ship, E/S Orcelle\* powered by the sun, wind and waves and running exclusively on renewable energy.

The concept was showcased at 2005 World Expo in Japan, in March 2005, generating great interest, particularly from one of WWL's biggest automotive customers.

- *E/S = environmentally sound*

### **Press Briefing**

Coinciding with the opening of Expo 2006 a briefing was held at an eco-friendly London\*\* hotel. Press materials were produced on environmentally-friendly paper and the coffee was sourced from Fairtrade.

#### **The press briefing was backed by:**

1. Architectural concept ship plans.
2. Background details on the vessels.
3. PowerPoint presentations from the naval architect, and Lena Blomqvist, vice president, environment for WWL
4. Green Flagship DVD was produced showing the concept E/S Orcelle model.

Presentations were scripted by the communications team and a website featuring the concept ship was devised <http://www.2wglobal.com/www/aboutUs/environment.jsp>

### **Press Releases**

Two press releases were issued:

1. **Consumer Release - THE CLEAN QUEEN OF THE SEAS:** A groundbreaking ship designed to run exclusively on renewable energy is .....
2. **Trade Release - NATURE POWERS CAR CARRIER OF THE FUTURE:** RoRo transportation specialist, Wallenius Wilhelmsen, has demonstrated its commitment to environmentally-friendly shipping by designing a 'zero emissions' concept car carrier.....

The releases were sent out to just 50 hand-picked journalists - including Reuters and the Foreign Press Association in London- after they had been called and 'sold-in' the story.

#### **Fairplay International Shipping Weekly, 28 Apr 2005**

"Wallenius Wilhelmsen's commitment to the environment is applauded by (its) business partners, customers and employees who support its 'green' initiatives".

## Feature Articles

Articles co-written by Robert Minton-Taylor and Lena Blomqvist, Vice President, Environment, WWL ran in leading industry maritime and energy publications, including *Clean Seas*, *Swedish Shipping Gazette*, *Petroleum Times*, *Bunker Spot* and *Bunkerworld* to assert WWL's green credentials.

*\*\* 90% of the world's maritime media are based in London.*

## MARINE ENVIRONMENT CLUB

The second stage of the media relations campaign was to use the concept of a Marine Environment Club to:

1. Build-up a portfolio of enthusiastic peer maritime journalists who were willing and eager to write about environmental matters.
2. Build the environmental knowledge of journalists with a regular flow of information from WWL and WWF\* on the environment.
3. Use these peer journalists to feed information through to other journalists globally.

Fifteen journalists were invited to the first meeting in April 2005 which included a presentation by Dr Simon Cripps, Director, Global Marine Programme, WWF-International\*.

In December 2005, a second meeting of was held. Building on the success of the first event, the scope of the event was widened to include a key customer i.e. Volvo Logistics to act as third-party endorsers to the WWL environmental message.

*\*WWL signed a three year agreement with the WWF to help promote and conserve the High Seas environment*

## MARITIME INDUSTRY AWARDS

As part of the communications strategy WWL entered three significant trade awards:

1. **Seatrade 2005 Awards** (April) – Seatrade magazine is the premier bi-monthly global shipping magazine. *WWL gained a Special Environmental Commendation - the first ever awarded by the publication.*
2. **International Freighting Weekly 2005 Awards** (July) – key weekly European freighting and logistics paper. *WWL was shortlisted for the Green award.*
3. **Lloyd's List 2006 Awards** (February) – Lloyd's List, is the world's most prestigious daily shipping paper circulating in 134 countries. *WWL scooped the Clean Seas Award for E/S Orcele.*

## EVALUATION & MEASUREMENT

### Media Coverage

Within 24 hours of the press launch over 50 phone calls a day were pouring in. By the third day over 286 calls from Europe, Americas, Asia, and Oceania. E/S Orcelle truly captured the imagination of the world's media.

Indeed, E/S Orcelle captured the imagination of the world's shipping and transport press, and providers of alternative technologies. Some 60 companies and organisations from universities to inventors, shipbuilders, engine manufacturers and developers of solar, wind, wave and fuel cell technology have contacted Wallenius Wilhelmsen Logistics to share their interest in the novel eco-friendly concept ship.

Twelve months after the lunch of the E/S Orcelle concept ship over 340 mentions are still currently shown on [www.google.com](http://www.google.com).

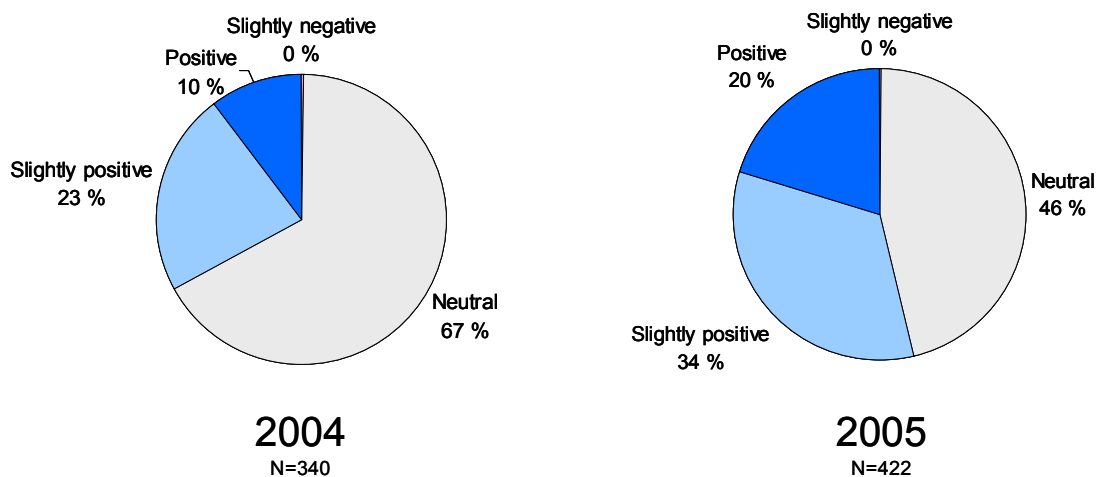
Over 550 printed articles on the ship have been published in over 40 countries from New Zealand to Argentina and including China, Thailand, India, South Africa, Israel and Iran.

Sixty companies and organisations from universities to inventors, shipbuilders, engine manufacturers and developers of solar, wind, wave and fuel cell technology have contacted WWL to share their interest in E/S Orcelle.

### Key Environmental Performance Indicators:

- Increase in favourable WWL coverage from 33% in 2004 to 54% in 2005
- 50% year-on-year growth in key message penetration between Q2 2004 & Q2 2005
- 7% growth in average WWL scorecard values per month from 2004 to 2005

### Favourability of WWL coverage: 2004 vs. 2005



### The Naval Architect, April 2005

"It is rare for a shipowner to take a public stance on future ship design, especially in today's highly competitive environment. Full marks to Wallenius Wilhelmsen for creating E/S *Orcelle*, a totally 'green' concept-ship for the future..."

## **MEDIA RELATIONS BUDGET**

£12,000 consultancy fees over 12 month period.

### **With thanks and acknowledgement to:**

- Carl Sommerholt, Vice President, Corporate Communications, Branding & Marketing, Wallenius Wilhelmsen Logistics
- Martha Thernsjö, Marketing Communications, Corporate Communications, Organisational Development, Wallenius Wilhelmsen Logistics
- Lena Blomqvist, Vice President, the Environment, Wallenius Wilhelmsen Logistics
- Per A. Brinchmann, Naval Architect and Business Development & Marketing Manager, Barber Marine Consultants
- Robert Minton-Taylor, Public Relations Consultant, Wallenius Wilhelmsen Logistics
- Anna Kamjou, Design Strategist, No Picnic

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