

Client: **Wrist Ship Supply**
Category: **Best use of creative in a B2B marketing campaign**
Campaign: **Just say when**

INTRODUCTION

Wrist supplies ship owners and ship management companies worldwide with provisions and stores and with a growing range of services such as marine logistics and sea catering. To consolidate its position as a leader in ship supplies, Wrist was determined to raise market awareness through a corporate branding campaign.

INSIGHT

Wrist is among a handful of ship supply companies who can claim to have global reach. In a highly fragmented market of small local and regional suppliers, Wrist offers its customers a one-stop-shop service.

IDEA

Wrist can stock just about anything and deliver virtually anywhere – the only variable is the “when”, which is decided by the customer. This is summed up by the creative theme underlying the branding campaign: “Just say when”. The theme is supported by dramatic visuals and a confident promise of global service.

Client introduction

Wrist Ship Supply, part of the Wrist Group, provides general ship supply services in ports worldwide. These services include the purchasing, consolidation and distribution of all provisions and stores required by vessels. Wrist also offers a range of other related services, such as marine logistics and sea catering.

Volume purchasing and global scope enable Wrist to offer a number of distinct competitive advantages, including competitive prices, rapid response and efficient order handling and fulfilment. Its logistics network enables Wrist to supply customers in a wide range of ports and offer a uniform standard of service worldwide.

Campaign objectives

Wrist has grown dramatically in recent years and expects to continue on this course, as it expands globally and consolidates its position as a leader in ship supplies. The branding campaign is a main element in the drive to continue this growth.

The overriding campaign objective was to define Wrist's corporate image more precisely and translate this into a creative platform – a foundation for specific communication activities over the next 3-5 years.

The chief long-term goals of the campaign were to:

- Increase market awareness of Wrist and the benefits of using Wrist for ship supply
- Raise internal awareness of Wrist's overall business objectives and motivate employees to rally behind these goals
- Make people in general (potential hires, takeover targets, etc.) aware of Wrist's goals and ability to carry them out

Strategy

The challenge

Ship suppliers – or "chandlers" – are as old as sea trade itself. Herein lay the challenge to Wrist. The ship supply market is extremely fragmented, served by a host of local or regional suppliers. Many potential Wrist customers are long accustomed to navigating this labyrinthine supply system independently.

A successful branding campaign faced the challenge of communicating clearly and concisely the range of advantages – speed, efficiency, cost, reliability – offered by Wrist's single source of supply.

The proposal

CBC's advice to Wrist was to focus on the idea that they have brought ship chandlery into the 21st century. Liaising with different ship suppliers eats up scarce time and can generate more paperwork than profits. Wrist offers an alternative – a company that combines global reach with a local touch.

Our view was that Wrist should present itself as a one-stop shop: a big-box store for the marine industry, where everything is already on the shelf and prices are competitive—where customers can shop by catalogue, order electronically and get home delivery in ports worldwide. A position that was summed up as follows:

Wrist stocks just about everything and delivers just about everywhere, so it's really just a question of telling us when your vessels will be in port. After that, sit back and relax, knowing your order will be delivered right on schedule by the most professional team in the ship supply industry.

Target audience

The core target audience for this campaign is senior managers in the supply and logistics departments of major ship owning and management companies.

Creative idea

The theme of “Just say when” has been visualized by picturing Wrist's global delivery system at work. A massive display of products is arrayed before a ship, giving the impression that you can get as much as you want of anything, wherever and whenever you want it, just by contacting Wrist. This of course is a creative metaphor not a scene from real life, though photography is used instead of illustrations to create a more realistic effect.

For the sake of simplicity the various iterations of the idea illustrate only one type or class of product each, enabling the image to be decoded instantly. The headlines vary depending on the type of goods pictured but the body copy repeats the same simple message throughout. Simplicity and consistency are essential to achieving a unique and memorable brand.

Media

This international campaign is anchored by a core of print ads, supplemented by a website and collateral segment brochures.

Print ads

Print ads ran in international trade publications.



Brochures

Collateral literature includes an overview brochure and the first two in a series of segment brochures.



Results

There is widespread agreement within Wrist and throughout its regional hubs that the campaign has accomplished its primary goal of redefining the corporate image to effectively support further growth and help the company consolidate its leadership as a one-stop-shop supplier.

“The creative work behind the campaign developed by Cross-Border Communications was based very astutely on our market situation and plans for future growth. We feel that it sends exactly the right targeted message in a succinct and memorable way.”

**Kim Weidemann,
Managing Director**

We help B2B brands drive growth across borders

CBC is a specialist B2B branding and marketing agency that takes global businesses from complexity to clarity to commercial impact.



CROSS-BORDER COMMUNICATIONS

Ryesgade 3B
2200 Copenhagen N
Denmark
+45 35 25 01 60

letsmeet@cbc.dk
www.cbc.dk

