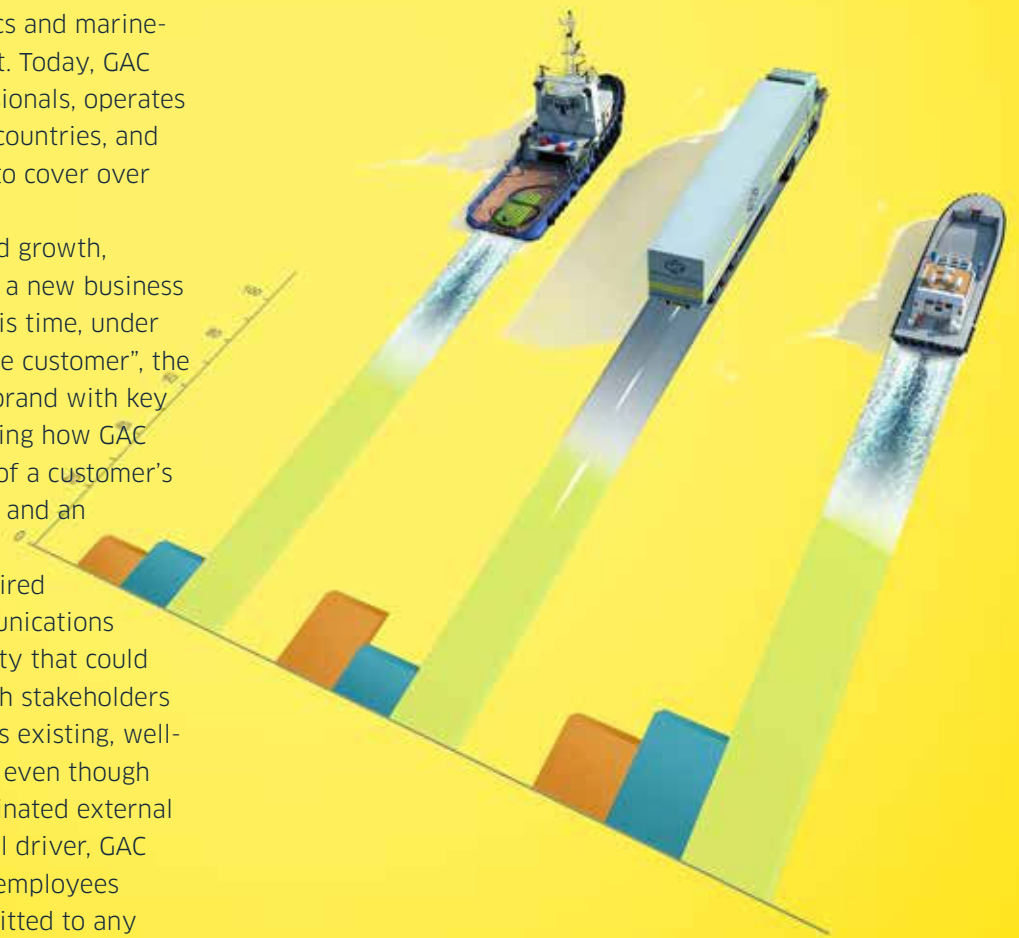


A brand on the move

GAC is a business that doesn't stand still. Since 1956, the company has grown to become one of the largest integrated providers of shipping, logistics and marine-related services on the planet. Today, GAC employs over 10,000 professionals, operates 300 offices in more than 40 countries, and works with trusted partners to cover over 1,000 locations worldwide.

To sustain momentum and growth, senior management launches a new business strategy every four years. This time, under the theme of "get closer to the customer", the focus was to strengthen the brand with key stakeholders, by communicating how GAC functions as an integral part of a customer's business – at both a strategic and an operational level.

To achieve this, GAC required an entirely new brand communications platform and graphical identity that could establish this proposition with stakeholders and build upon the company's existing, well-established profile. However, even though an integrated and well-coordinated external campaign would be its central driver, GAC also knew that internally its employees would need to be fully committed to any new branding initiative before it could gain traction in target markets.



Delivering your strategy

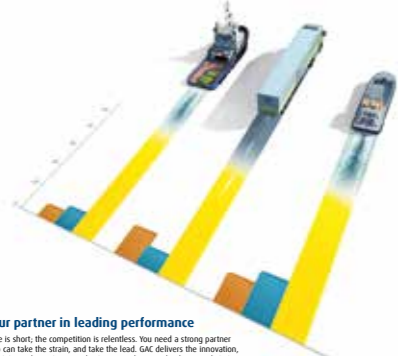
GAC has always focused on developing trusted customer relationships by delivering consistently high-quality results. To strengthen this position, it was important for GAC to communicate that even though the customers' everyday needs are central to its service portfolio, the company's offering goes even further by creating sustainable, long-term value through a powerful combination of strategic support and operational excellence.

This promise was formulated in the concept "Delivering your strategy". Rather than focusing on GAC's own services or capabilities, this approach took the customer's commercial goal as its starting point, showing how GAC drives results at an organisational level by acting as the operational extension of a customer's business plan. Visually, the concept was brought to life with distinctive graphics that combine business charts with photorealistic 3D representations of GAC's core services and specific operational sectors. The result is a look and feel that is unique within the industry. This was executed in various formats, including a corporate brochure, ads and a corporate film.

The corporate brochure used a four-page spread to clearly illustrate GAC's full range of services.



Global strength to overtake your competition



Your partner in leading performance
Time is short, the competition is relentless. You need a strong partner who can take the strain, and take the lead. GAC delivers the innovation, creativity and certainty your business needs, across land, sea and air, in ports and offshore, from Central Asia to central London - with quality and security guaranteed by personal commitment. In shipping, logistics and marine services, we focus our skills and minds on delivering your results. Discover the strength of resources available to your business, and leave the competition behind.

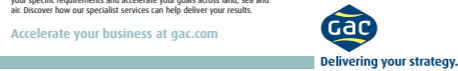


Find us on facebook.com/GACgroup

Specialist services for fast-track results



Everything you need to deliver
Business is measured in results. Achieve yours faster with GAC. Since 1956, we have dedicated ourselves to delivering all your global shipping, logistics and marine service needs. Today, our comprehensive specialist services have been honed to fast-track your business through creativity, certainty and innovation. They give us the flexibility to adapt swiftly to your specific requirements and accelerate your goals across land, sea and air. Discover how our specialist services can help deliver your results.



Find us on facebook.com/GACgroup



A corporate film was an ideal way to explain GAC's complex services and value offering.

Visually, the concept used distinctive graphics that combine business charts with 3D representations to highlight core services and sectors.



Getting closer to customers

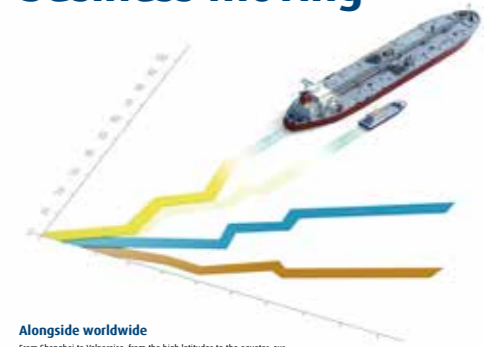
GAC operates a broad portfolio of services across a large number of customer segments. This was where "Delivering your strategy" proved itself as a highly flexible communications platform that could be adapted to different target groups and specific customer challenges.

CBC created a complete suite of marketing materials, including profile brochures, films and segment ads. Images and messages focused on key industry drivers, rather than services, to align the "get closer to customers" theme and strengthen the perception of GAC as a supplier of specialist services within complex B2B segments. With communication focused on visibility and recognition, the campaign addressed group-level management, opinion leaders and decision makers. It also spoke to regional/local audiences by carrying these messages through to a sales and tactical level.



Segment brochures were used to anchor GAC's strengths and services in the minds of specific target audiences.

Complete shipping services to keep your business moving



Alongside worldwide
From Shanghai to Valparaiso, from the high latitudes to the equator, our global network keeps your business moving in thousands of locations worldwide. We are at the service of over 3,500 principals and handle a port call every 10 minutes. We only became this big by taking care of the details whether in traditional ship agency or specialist services for the supply of bunkers, spares and provisions. And we've reached beyond these essentials to develop and deliver innovative weather routing and maritime security services. It's all designed to maximise your time and cost efficiency. The weather might be rough or smooth but with GAC, you'll stay calm during the whole voyage.

Make the right move at gac.com



Delivering your strategy.

Find us on [facebook.com/GACgroup](https://www.facebook.com/GACgroup)

A broad range of segment ads were created to build a strong brand profile and communicate customer-centric messages.

Putting your business first
Complete shipping services to help your business moving

Delivering your strategy.

A world of shipping services that revolves around you

Delivering your strategy.

Logistics strategies to keep you on track for growth

Delivering your strategy.

Efficient logistics for a better bottom line

Delivering your strategy.

The value of our logistics adds up

Delivering your strategy.

Bulk up your profits

Seamless dry bulk services, saving you time and money

Delivering your strategy.

Non-stop supply for non-stop business

Delivering your strategy.

360° protection to safeguard your profits

Delivering your strategy.

Fueling your vessels around the world

Delivering your strategy.

Achieve a bigger slice of success

Delivering your strategy.

Aligning GAC employees

GAC knew that for the new branding to be embraced externally, it had to be believed internally at a group, regional and local management level. To achieve this, CBC developed an organisation-wide internal campaign to unite staff behind the new strategy and ensure that its proposition was understood, accepted and integrated across all future communications.

The campaign was implemented in multiple internal activities including posters, film and internal brand papers. Photos of employees were used to create business infographics (reflecting the external campaign visuals) to both reinforce the key messages and help develop a strong sense of teamwork and unity. The messaging centred around the idea that by working together as one, not only would GAC be able to move forward as an organisation, but the rewards would benefit all staff on both a career and personal level.



We have the strategy

Vision 2-Global Performance is our 5-year plan that will take us through to 2017. It's built on four pillars.

OUR VALUES
Think of our ethical practices, the GAC Spirit, our HSE focus and our determination to give back to the communities we work in.

OUR LONG-TERM APPROACH TO CUSTOMER RELATIONSHIPS
We want to be long-term strategic partners with our customers, not just service providers.

OUR ASSETS
We have good equipment, good technology and great people.

OUR REGIONAL STRUCTURE
The world is a big place, full of different working cultures. Each GAC region has the flexibility to decide what works best in their part of the world.

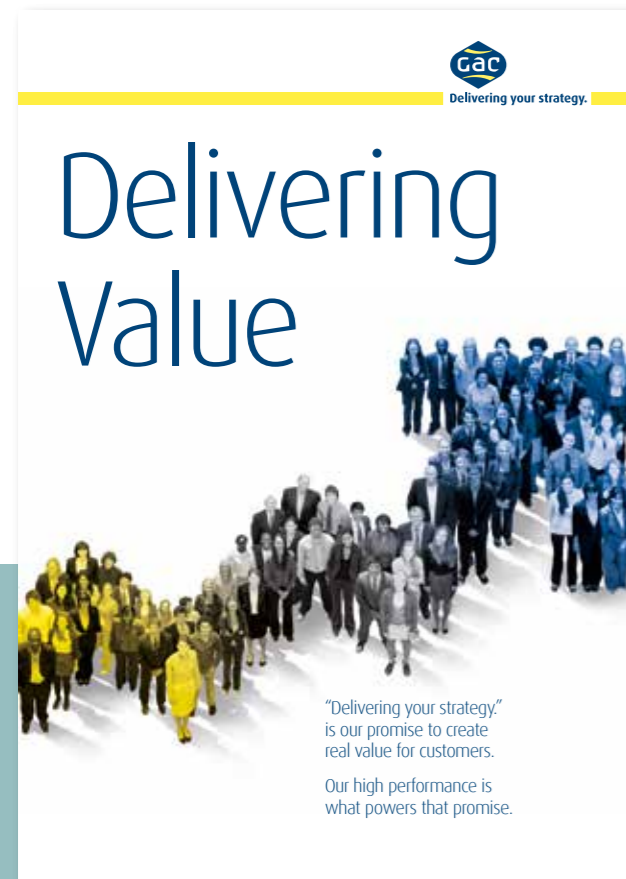
The key point in the strategy is in the word – "performance". It's all about showing our customers and ourselves what we can do.

An internal brand paper clearly communicated the "Delivering your strategy" message and helped staff buy into the new approach.

Star quality

Our values, our assets, our long-term focus and our organisational structure help us stand out from the crowd.

We play a supporting role for our customers but our delivery has star quality stamped all over it.



"Delivering your strategy." is our promise to create real value for customers. Our high performance is what powers that promise.



The concept was brought to life for employees through an engaging and entertaining film.

Posters were displayed in global offices to create a strong sense of unity and achievement for GAC staff.



Nurturing long-term relationships

GAC turns 60 in 2016 and understands the value of building and nurturing long-term relationships, not just with its clients and business associates, but also with suppliers.

“Our relationship with CBC dates back to 2002 when we launched our global reach strategy,” says William Hill, Executive Group Vice President, Commercial at GAC Group. “They delivered a robust campaign that elevated GAC’s reputation as a dynamic global force in shipping and logistics. Since then, we’ve continued to rely on CBC to conceptualise and develop our subsequent branding campaigns, including a brand new GAC logo and a corporate identity programme to support it.”

“CBC has consistently showed us what they are good at: strategic and creative thinking, a keen grasp of our complex business needs and turning ideas into reality,” he adds.

As the Group Director of Corporate Communications, Esther Oon-Bybjerg has been driving the implementation of the new GAC brand campaign worldwide. She explains, “CBC developed a style that has universal appeal as well as the flexibility to be localised to suit various cultures and languages.”

“With the use of detailed, photorealistic 3D graphics to depict our services, CBC helped to create a unique look and feel that works brilliantly across traditional platforms as well as with online equivalents and social media. No matter what the medium, the message is positive and unified.”

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

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