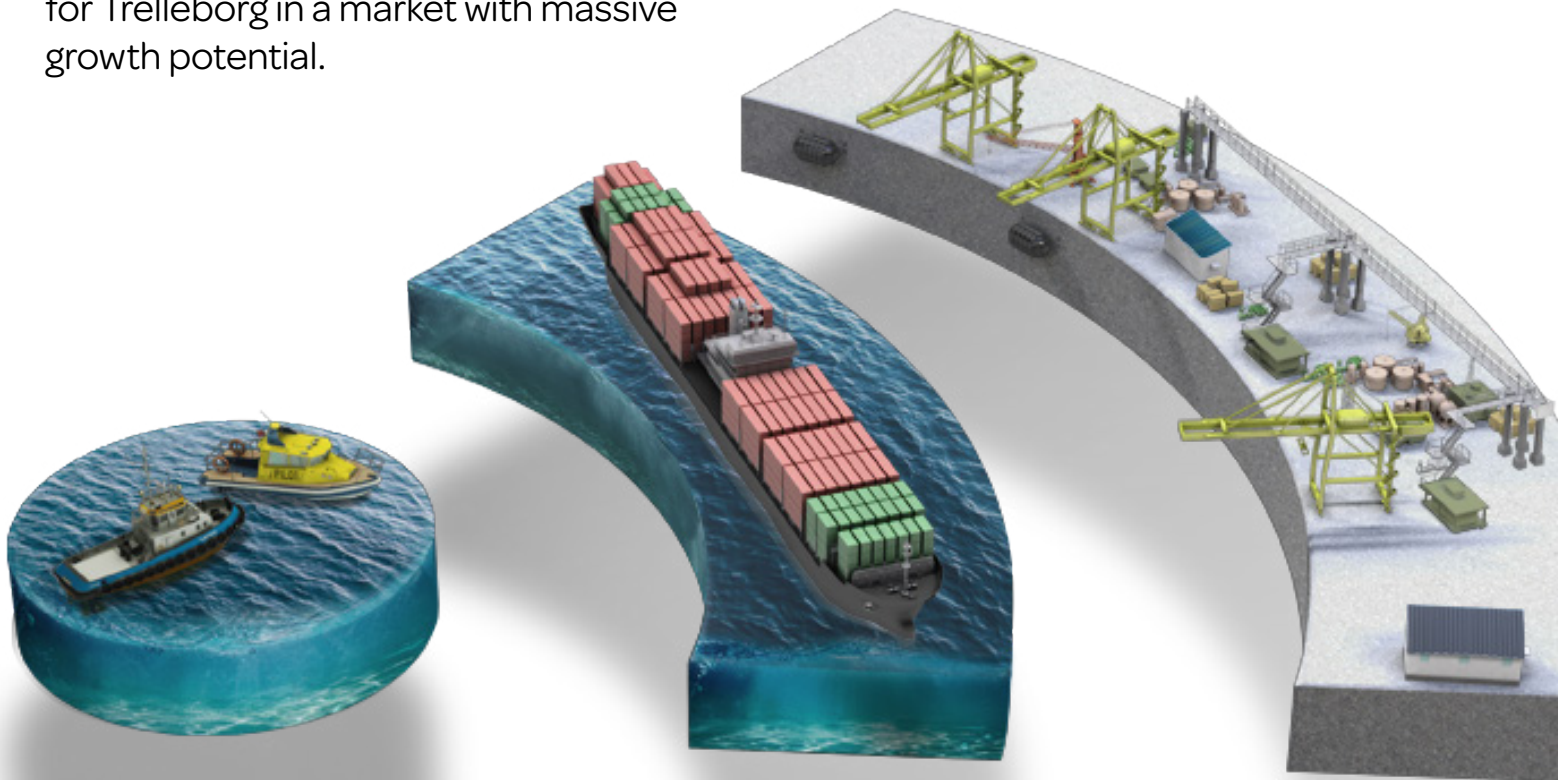


Trelleborg Smart Port

The world's ports weren't ready for automation and internet of things when Trelleborg took a risk to own the port automation category through brand, PR and thought leadership initiatives. Then the SmartPort brand-to-demand campaigns engaged the market, delivering huge ROI and securing a leading position for Trelleborg in a market with massive growth potential.



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CASE STUDY

THE CHALLENGE

Knowing the audience better than they know themselves is marketing gold. The world's port operators state they are leery of automation, but Trelleborg's experience of other industries, and observation of the marine sector's digital body language, prompted them to take ownership of the port automation category before the competition.

THE OBJECTIVES

Own the port automation category

Engage a significant percentage of the total addressable market

Generate Marketing Qualified Leads

THE SOLUTION

As established marine industry players jostled for position in the 'race to be second' and generalist industrial technology providers made their first tentative moves, Trelleborg stuck its neck out and committed to owning the category of port automation.

This was a high-risk, high-reward. In an immature market with a sceptical, risk averse audience, Trelleborg could easily have hung back in the safety of their successful brand position as the high-quality supplier of premium port equipment.

What we did

THE SMARTER APPROACH

The Smarter Approach positioning and brand creative made a strong statement, setting Trelleborg's marine & infrastructure brand completely apart from competitors. For three years, Trelleborg led the global conversation on the subject of port automation through earned media, content and event marketing, while smart analytics technology built a picture of individual and market behaviours and needs.

THE SMARTPORT BRAND-TO-DEMAND CAMPAIGN

Trelleborg and Stein IAS worked with media partner Port Technology International to create a leading report 'Big Data in the Maritime Industry' full of statistical insight and key industry opinions. This awareness piece was promoted via outbound email, YouTube, Twitter, LinkedIn, media placements and e-shots through the media partner. This content piece struck a chord, engaging a high number of prospects.

SMART LEAD NURTURE

Marketing automation then got to work on converting the maximum possible number of these prospects into sales by delivering Marketing Qualified Leads (MQL). This is all about perfect timing. We do this by email nurture and monitoring of a prospect's web interactions. The email nurture campaign promoted two follow up assets to those who had consumed the report.

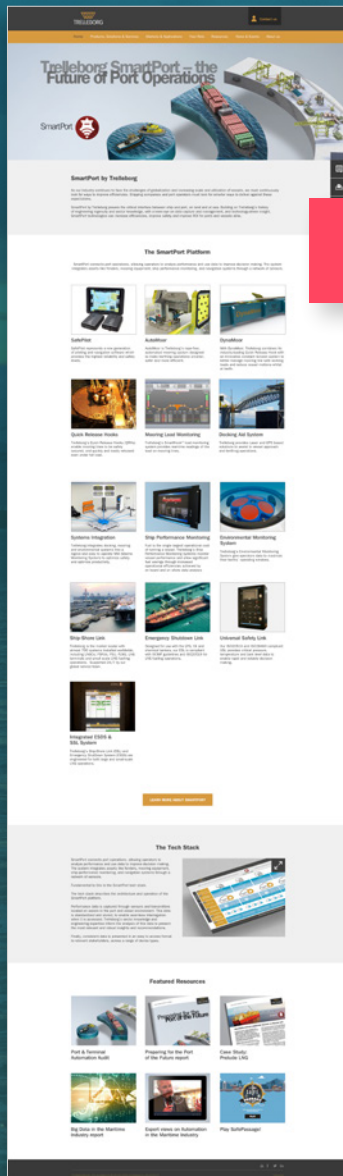
PRODUCT LAUNCHES

Once we introduced the SmartPort concept and ethos to the market, focused campaigns introduced key benefits and technology. For this case study, we have included one of our SmartPort keystones. The SafePilot 360° Website (awarded best website by Design Week) and 360° VR experience made big waves in the international shipping industry.

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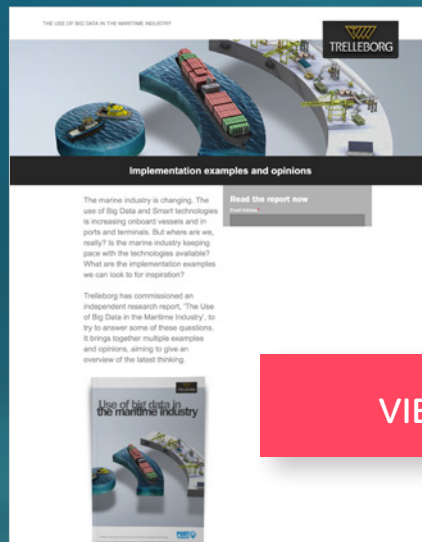
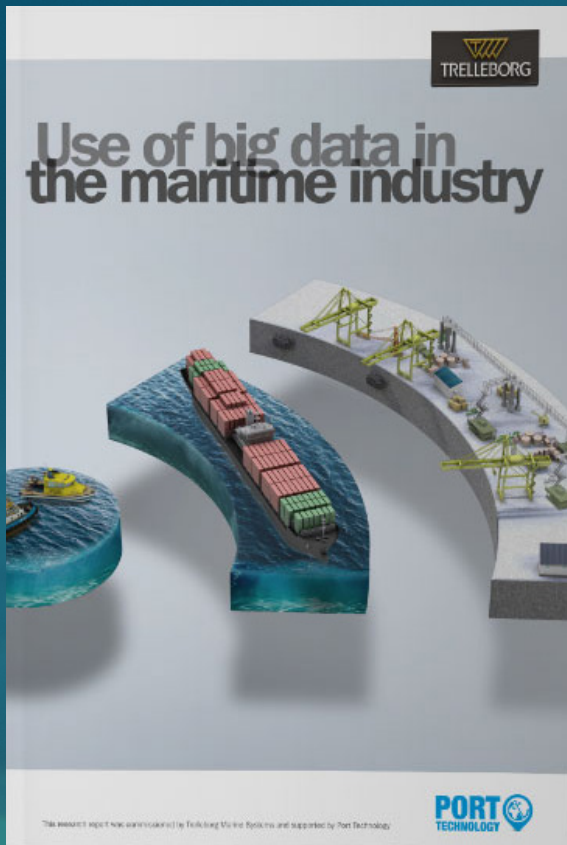
Content Examples



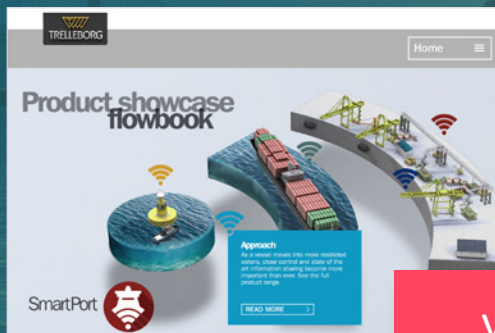
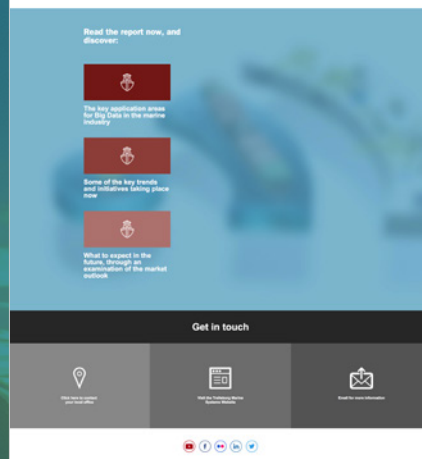
VIEW THE SMARTPORT WEBSITE

THE SMARTER APPROACH





[VIEW THE REPORT](#)



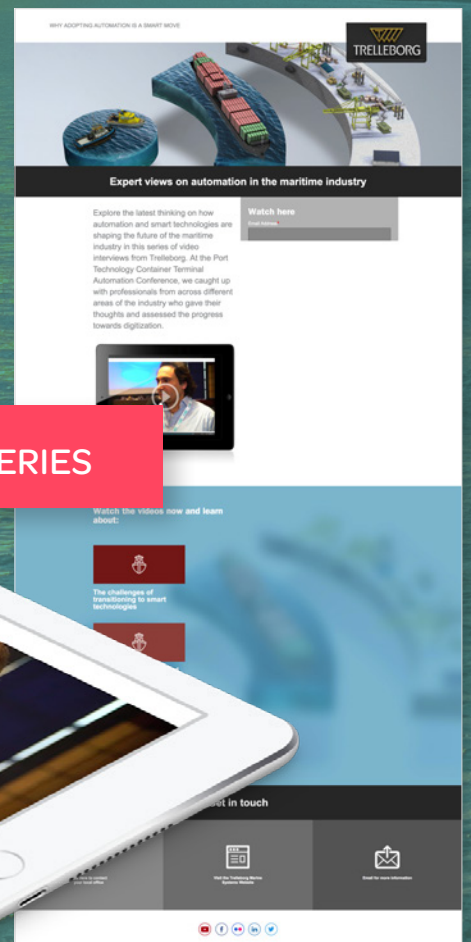
[VIEW THE SHOWCASE](#)

The benefits of smart technologies lie in increased reliability, safety and efficiency in scheduling and throughput. These technologies reduce human error, opening up data-driven strategies which massively improve strategic and real time decision making, removing 'best guesses' thanks to robust data sets.

As ports and terminals react to these challenges and opportunities, so must we. These are the solutions Trelleborg currently offers, and will continue to evolve and add to, to support the most progressive ports and vessel operators from bay to berth, to sea and back again.

[START YOUR JOURNEY](#)

[VIEW THE VIDEO SERIES](#)





Marine Insights @MarineInsights · Apr 9

In our new video series, industry insiders share their opinions to camera and discuss some key considerations for successful #digitization in the maritime industry. Watch now: bit.ly/2GIHASH



SOCIAL POSTS



Marine Insights @MarineInsights · Apr 18

New #Trelleborg #whitepaper provides comprehensive overview of #BigData in the #maritime sector. Read now: bit.ly/2H9mid3

Use of big data in the maritime industry

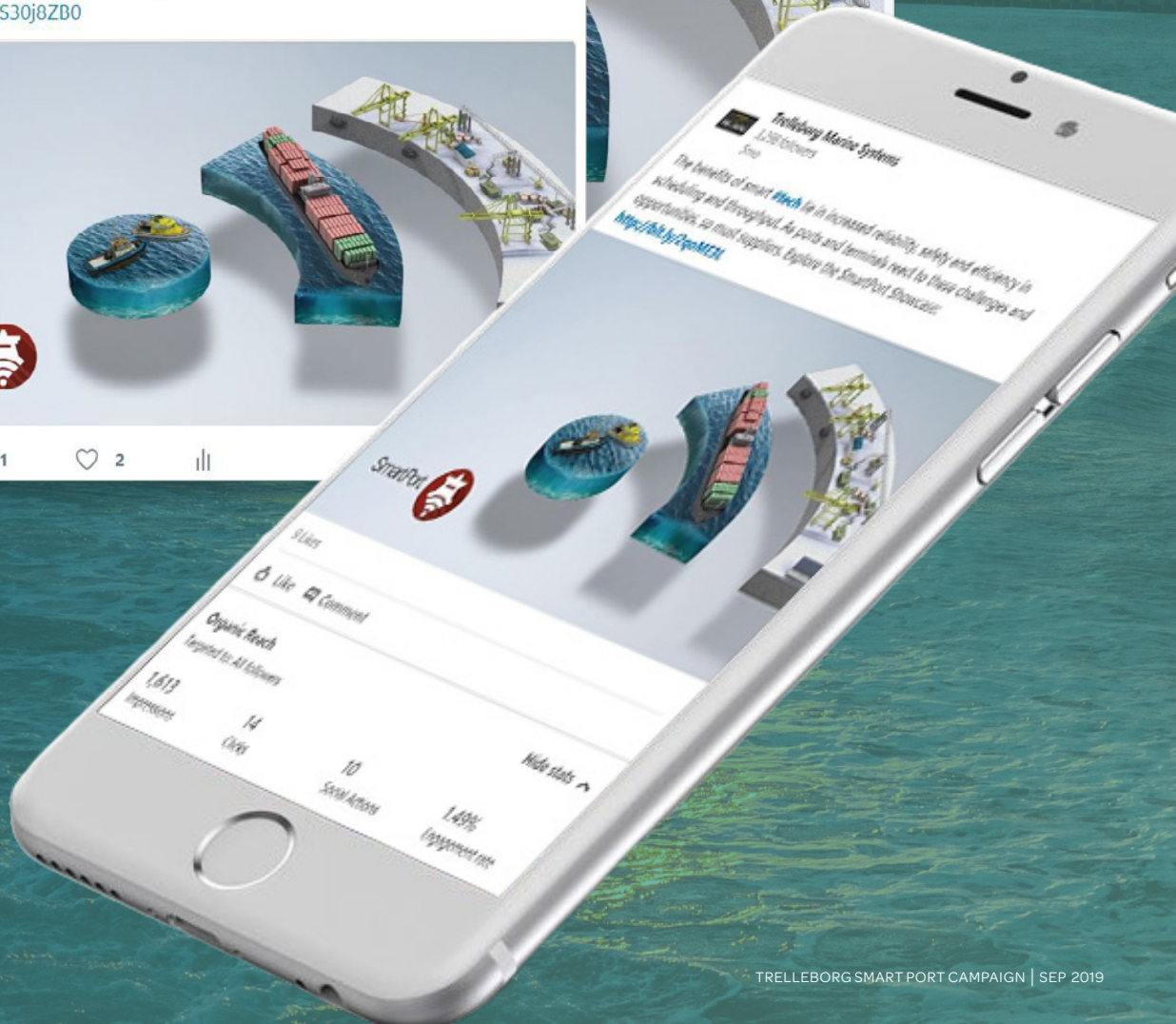


Marine Insights @MarineInsights · Apr 23

#Smart #tech reduces human error and opens up data driven strategies to improve strategic and real time decision making. Explore the SmartPort Showcase to see how SmartPort by #Trelleborg enables operators to improve decision making: owl.li/fKd530j8ZB0



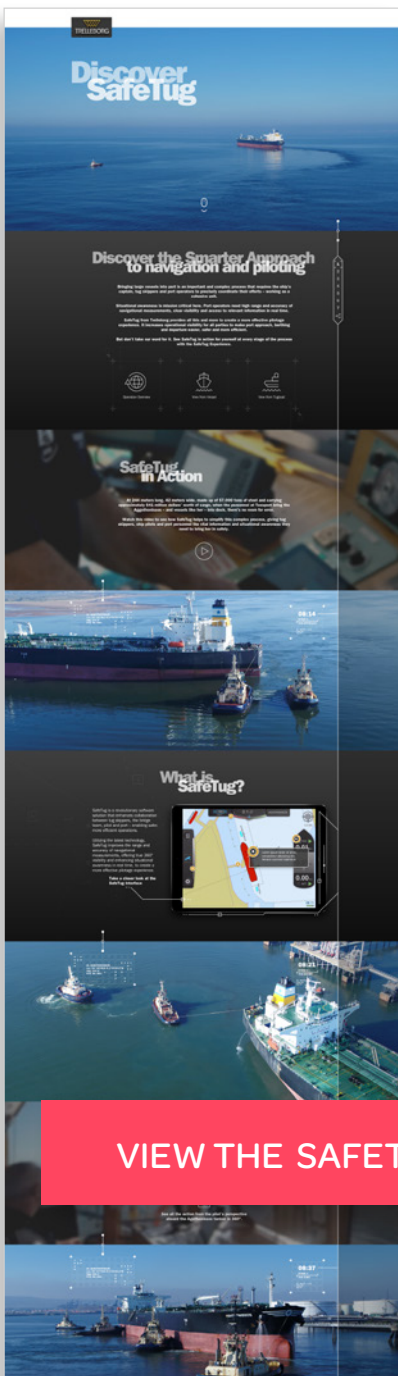
SmartPort 



Product Level Content

PRODUCT LAUNCH CAMPAIGN

For people in the shipping industry, seeing is believing. We needed to create content to prove that Trelleborg's Safepilot software would make their industry safer and more efficient. So we created a website that put them onboard a 57,000 ton tanker using the technology. The industry had never used VR and 360 video technology to market a product. It was a unique and effective experience for our target market.



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The SafeTug 360° Video

SafeTug software improves safety and efficiency in the process of docking gigantic ships. Tugs work with 360° thrust and visibility, so Stein IAS created a 360° VR video to turn an explainer into an experience. An integrated campaign then engaged more than 20% of the global addressable market and generated sales to deliver huge ROI.



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What we did

SHOOTING

Leveraging the client's industry connections, Stein IAS gained access to Teesport, the UK's third largest port to record the berthing process of a 57,000 Ton tanker – the Agathonissos. Using specialized gear including a hired 360° camera array, the team filmed the docking process from the bridge of the lead tugboat, drones and the Agathonissos itself.

WINNING

The result is a really cool 360° video which can be viewed on desktop using the mouse to shift perspective, or on smartphone using cardboard VR. The video gives an immersive, interesting and thrilling experience and perfectly demonstrates how the SafeTug system makes a real difference to the safety and efficiency of the harbor approach and berthing processes.

PUSHING

The SafeTug 360° Video was promoted using a highly-targeted campaign integrating email to known contacts with relevant job titles, LinkedIn sponsored posts and InMail targeting similar job titles, organic social media including Twitter and Facebook, and press advertising and coverage in the main industry publication: 'Tug and OSV Magazine.'



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THE RESULTS

Years of running brand-to-demand campaigns powered by marketing automation has optimized Trelleborg's approach and using the MQL criteria applied, one in every 5 to 8 MQLs will be converted to a sale within six months.

"The thought leadership position, digital prowess and knowledge of our audience we have developed with Stein IAS have been essential."

Business
Unit President,
Richard Hepworth



ROI
44:1



20%+
OF TOTAL
MARKET
ENGAGED

STEIN
IAS

CASE STUDY