



CROSS-BORDER COMMUNICATIONS



The agency for international marketers

**AWARD  
WINNING  
WORK**



# BEST BRAND CAMPAIGN

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**Project**  
There for you

**Client**  
OW Bunker

**Year**  
2008



# Executive summary

## Client

OW Bunker

## Campaign

There for you

## Introduction

OW Bunker supplies ships with fuel oil, or “bunkers.” Its image has been established largely through personal contacts—the company does not have a marketing department—but having decided to expand internationally it wanted a global brand image as well.

## Insight

OW competes both with small local suppliers of bunkers and multinationals offering everything from bunkers to petrol. Accordingly, OW was positioned as an ideal middle way: as being “There for you” worldwide — unlike locals — yet specialized — unlike Big Oil.

## Idea

Shipping publications abound with photographs of ships and creative metaphors like propellers and knots. The OW campaign shuns these, communicating instead literally with its product. Words and symbols are actually written or drawn in oil and then photographed.

## Implementation

Trade advertising, print collateral, online media, newsletters, stationery.

## Why it won

The first and arguably most fundamental task of branding is differentiation, ideally from potential as well as current competitors. With its original use of oil and striking graphics, the OW brand has acquired a singularly memorable look that is virtually proof against imitation.

# Main submission

## **Client's business and market situation**

OW Bunker supplies marine fuels, known generally as “bunkers.” It is thus an integral part of the maritime or shipping industry.

Over the past few years, shipping, like so many other industries, has grown increasingly global, and industry suppliers have begun realizing they would either have to globalize their operations or resign themselves to being local, or at best regional players.

OW Bunker was essentially a regional name when the globalization trend began, though with an excellent reputation throughout Europe. Gradually it began building up an international network by opening new branch offices and acquiring other local suppliers.

At the time this campaign was initiated OW had succeeded in creating a network of refueling stations covering the world's main shipping lanes. It realized that it now needed to shed its “small-town” image and begin to look as international as it had in fact become. This was particularly important since shipping companies increasingly wanted suppliers capable of refueling their vessels in as many ports as possible.

## **Campaign objective**

In a survey conducted by an independent market research company in the fall of 2005 unaided awareness of OW Bunker was measured at 40%. The specific objective of the campaign was to double this figure: that is, to increase unaided awareness among ship owners and charterers worldwide from 40% to 80% over a three-year period. A follow-up market survey will be conducted in the fall of 2008 to determine if the objective has been reached.

There were, of course, other goals. Branding campaigns send strong signals to the market as a whole and internally in an organization. In the market, for instance, OW viewed the campaign as a way of increasing its negotiating leverage in takeover situations—giving it a psychological edge over local firms by signaling its determination to go global. Internally the objective was to make employees more aware that they were part of a growing organization with good career possibilities.

### Campaign strategy

As mentioned in the summary OW competes both with small local suppliers of bunkers and multinationals offering everything from bunkers to petrol. Accordingly, OW was positioned as an ideal middle way: as being “There for you” worldwide—unlike locals—yet specialized—unlike Big Oil.

Focus was placed on three words that help to convey this position: Global, Independent, and Specialists. Each word says something about the benefits of choosing OW as a supplier. The campaign’s tagline and brand promise—“There for you”—helps drive home the message of OW’s transition from a regional to a global brand.

A bold new color scheme and design style was used to create a distinct, contemporary and easily recognizable brand look.

OW’s wide geographic span is presented as a tangible asset that simplifies business for global shipping companies.



**Global**  
with a local address

Because someday your ship will come in

Travel the world, but someday you'll have to stop, or at least slow down to take on bunkers. And when you do, you'll find us waiting. With physical supplies in key shipping lanes and reliable partners elsewhere, OW Bunker offers you global peace of mind. And because we operate locally under our own name, you'll always find someone home if you run into a problem.

Physical Supply · Global Trading · Risk Management

 **Bunker**

While oil companies also sell bunkers, many shipping companies prefer dealing with suppliers who are independent of the majors.



# independent but hardly minor

14 million tons isn't a drop in the bucket

Yes, size matters when trading bunkers. Let's just say that with sales of 14 million tons annually, we're big enough to meet your needs worldwide at competitive prices—direct from our own stores or those of trusted partners. On the other hand, we haven't forgotten the importance of friendly service and flexibility when it comes to doing business. Guess we're not so big after all.

Physical Supply · Global Trading · Risk Management

 **Bunker**

Shipping companies also prefer dealing with people who know ships and specialize in marine business.

# Specialists in marine fuels

Sorry we couldn't enclose a drip sample

Bunkers look alike—until you sample them. That's the moment of truth for product quality. Closer inspection also reveals telling differences between suppliers. Like whether they're willing to put their reputation on the line by trading in their own name—as we do at OW Bunker. You can see a lot in a drip sample. More than you might think.

Physical Supply · Global Trading · Risk Management

 **Bunker**

## Media

The OW campaign makes use of both traditional and new media. Ads were placed in industry specific publications directed at OW's customer base. Corporate and regional brochures were created as handouts for existing and potential customers. And a website makeover focused on brand identity and usability, giving customers easy access to phone numbers, sales people, online ordering and other relevant information.

Stationery was redesigned with the new look in mind.



Advertising in trade publications was chosen to raise global awareness quickly.

# Iron out your fuel costs with our risk management experts



You can estimate your turnover—but you need to know your costs, or at least when to hedge them. To that end, OW experts in Europe and Asia are in the market daily, using the latest in financial instruments to make bunker prices more predictable. Knowledgeable in shipping but pros in risk management, they'll help you smooth out your costs—so you can focus on profits.

Physical Supply · Global Trading · Risk Management



# Refuel globally with a local phone call




Tons of fuel at the touch of a button—OW's global trading division puts fuel right at your fingertips, right around the globe. You can access the entire network through a single message, e-mail or phone call to any of our 80-plus local traders. In the market 24/7, they're the answer—for competitive prices, dependable supplies and up-to-date information on ports worldwide.

Physical Supply · Global Trading · Risk Management

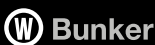


# Get bunker service right on schedule



You have a busy schedule. We're there to help you keep it. That's the thinking behind our *No Detours-No Delays* approach to bunkering. We've stocked physical supplies in ports worldwide so you won't have to go out of your way for bunkers. And we're expanding our fleet with purpose-built ships designed for fast refueling. They come and go on time—so you can leave right on schedule.

Physical Supply · Global Trading · Risk Management





Corporate and regional brochures included dramatic photos of ships at sea.





**THE MEDITERRANEAN**  
There for you

35°31'N 12°31'E  
37°57'N 23°42'E

Physical Supply · Global Trading · Risk Management

**Bunker**

**Shelter to home**  
The Mediterranean region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**A home brand**  
The Mediterranean region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**On-call competence**  
The Mediterranean region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**AMSTERDAM  
ROTTERDAM  
ANTWERP**  
There for you

52°22'N 4°53'E  
51°13'N 11°28'E

Physical Supply · Global Trading · Risk Management

**Bunker**

**Port & port**  
The North Sea region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**Get the flow**  
The North Sea region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**ASIA**  
There for you

31°14'N 121°22'E  
1°14'N 103°50'E

Physical Supply · Global Trading · Risk Management

**Bunker**

**Major independent**  
The Asia region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**Local trade**  
The Asia region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**High standards**  
The Asia region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**Super service**  
The Asia region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**SCANDINAVIA  
AND THE BALTIC**  
There for you

59°03'N 9°54'34E  
59°54'28N 30°15'00E

Physical Supply · Global Trading · Risk Management

**Bunker**

**Breaking the Baltic**  
The Scandinavian and Baltic region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**GERMANY**  
There for you

53°22'0N 07°33'0E  
54°19'59N 10°07'59E

Physical Supply · Global Trading · Risk Management

**Bunker**

**Physical strength**  
The German region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**Operational wisdom**  
The German region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**OW ICEBUNKER**  
There for you

77°28'N 51°32'E  
17°12'N 17°35'W

Physical Supply · Global Trading · Risk Management

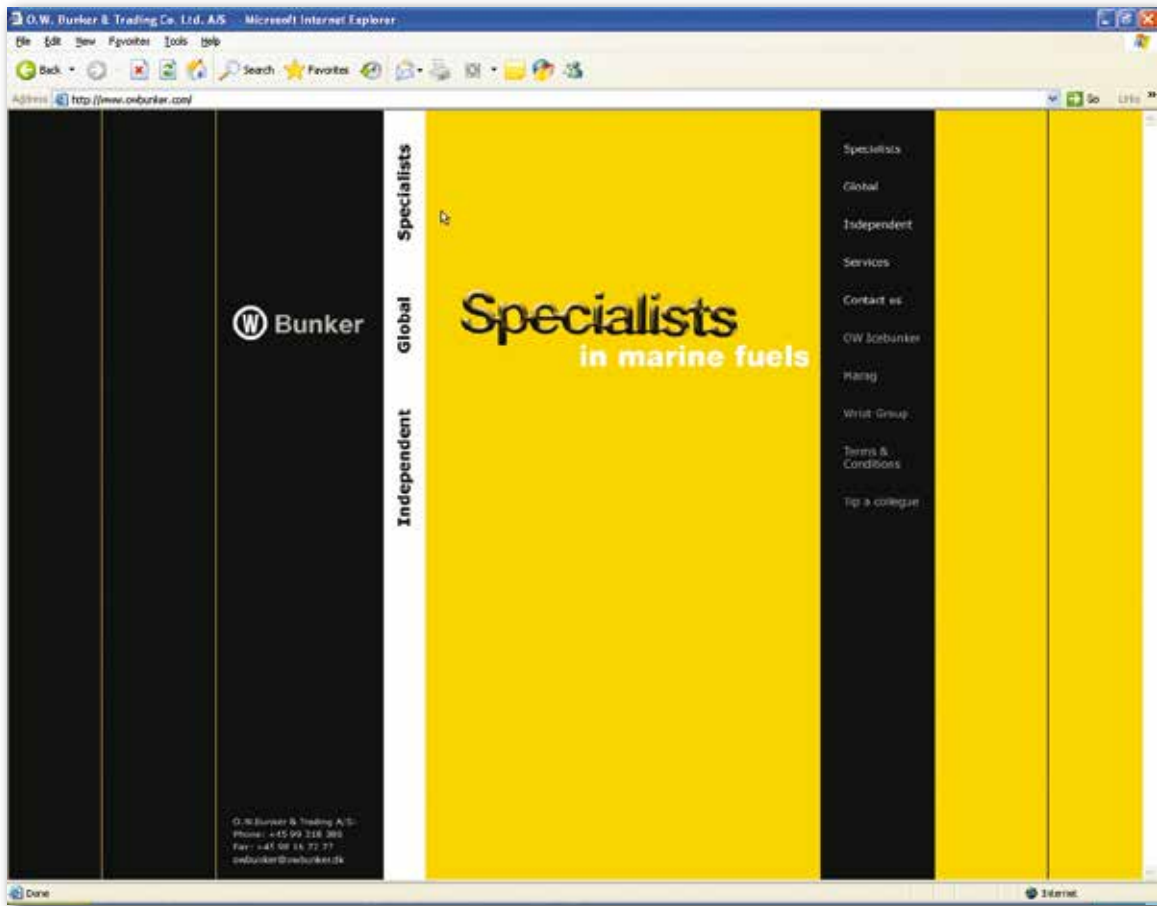
**Icebunker**

**Breaking the ice**  
The Arctic region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

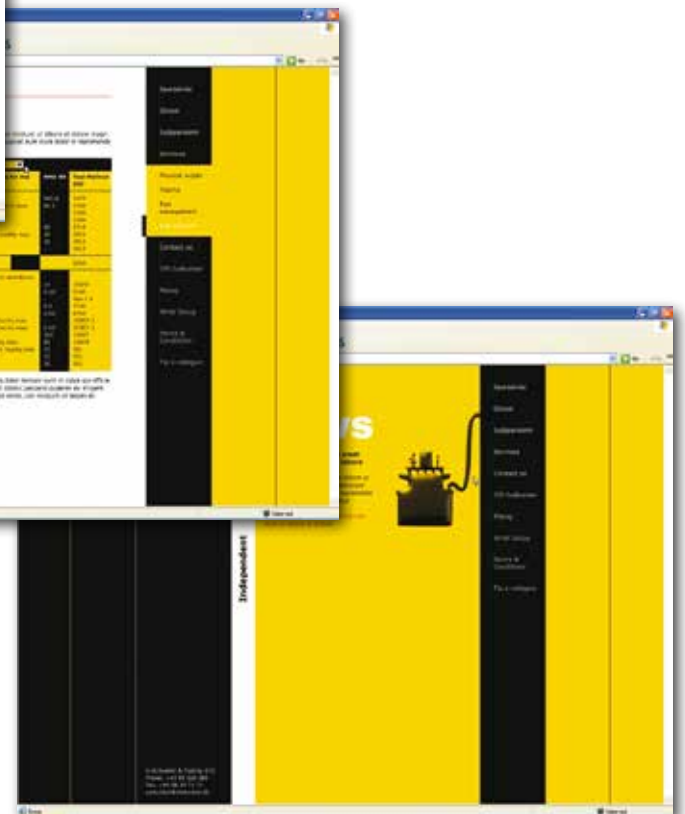
**Scheduled service**  
The Arctic region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**Shipowners all board**  
The Arctic region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.

**Behind you all the way**  
The Arctic region is a major global trade hub, with a high concentration of shipping companies and a large fleet of vessels. The region's strategic location, connecting Europe, Africa, and Asia, makes it a key area for global trade and shipping.



The new brand messages and look formed the basis of a complete website redesign.



"OW News" creates a sense of community among staff, business associates and clients.

In-house the campaign was kicked off with a newspaper urging everyone to help build the brand.

### **Timescale**

The campaign was launched in the fall of 2005 as a three-year effort. Given OW's strategy of global growth—and the enthusiastic response to the work thus far—it will likely continue well beyond that as an ongoing brand-maintenance programme.

### **Results**

As mentioned earlier, a follow-up survey of unaided awareness will be undertaken at the end of this year and until then there are no numbers available to document the campaign's performance.

### **Client testimonials**

Until the numbers are in we have to rely on the client's own perception of the campaign's effect, but OW does seem genuinely satisfied. They have allowed us to print and distribute the following quotes.

"It was crucial to us that all our branches felt comfortable with our corporate campaign as well as with the regional brochures. After all, they're out there using the materials and they need to feel those materials represent them," says Jim Pedersen, CEO of OW Bunker. "CBC really heard us. They were able to create a brand identity that reflected our corporate outlook, international scope and professionalism in a way that resonated with employees."

"Marketing communications isn't on the short list of things we do," says Morten Skou, vice president of OW Bunker. "We needed an ad agency specialized in business-to-business who would commit to working with us from start to finish. CBC was the perfect match—they did the legwork, took the initiative when we needed them to, and put out a complete package for us, quite efficiently. And we're already getting a lot of positive feedback on the campaign from our branch offices."

