



IN-DEPTH INFLUENCE

**“The importance of maintaining a good PR
strategy in a low oil price environment”**

Offshore Vessel and Rig Connect – Asia

















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The Marina Bay Sands,
Singapore

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BLUE Communications



SOME CLIENTS WE WORK WITH / HAVE WORKED FOR...

| | | | | | | | | |
|--|---|--|--|---|---|--|---|---|
|  powered by partnerships | ADMIRALTY  |  Ardmore Shipping Limited |  Bunker | carbonpositive |  |  |  CHEMOIL |  |
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Why use PR & Communications?

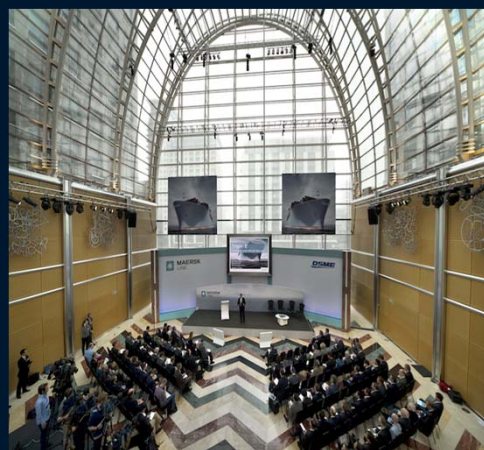
- Resonate with; don't ignore your customers...
- In an increasingly depressed and commoditised marketplace, understanding the issues and challenges facing the industry is a key element in building (or restoring) a strong brand...and sales



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Working in a more commoditised market

- Not just more commoditised, but also therefore more competition
- Competing in a truly global market, which the internet and e-procurement has unlocked further
- 'Choice' has never been greater
- Whether you're a yard, law firm, vessel owner, tech company, class society, SME or large oil company brand is increasingly important!
- Look at Maersk!



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How we do it...

With a positive reputation and a strong brand, people are more likely to buy from you, work with you, recommend you and talk favourably about you.

If you haven't, they won't.

Here's how we do it.
A strategic approach to brand building and communications...



Communicate about what? Start with the issues

- Oil price in sustained slump
- Chinese economic slowdown
- Dearth of demand for OSV's, FSU's, rigs; oversupply
- Accelerated scrapping amid low rates / negative earnings
- More bankruptcies and consolidation?



And do mention climate change...!



But, what difference does it make...?

- Be the first out of the slump: Lack of trust across the field from investors and customers (esp. SME's) – communicating can negate that and support a speedier recovery
- Newsflow – even if it is created through repurposed existing content for blog or social media use – it provides opportunity for the company to demonstrate that it is in the game, has relevant vessels / technology / solutions to manage and succeed in the current environment

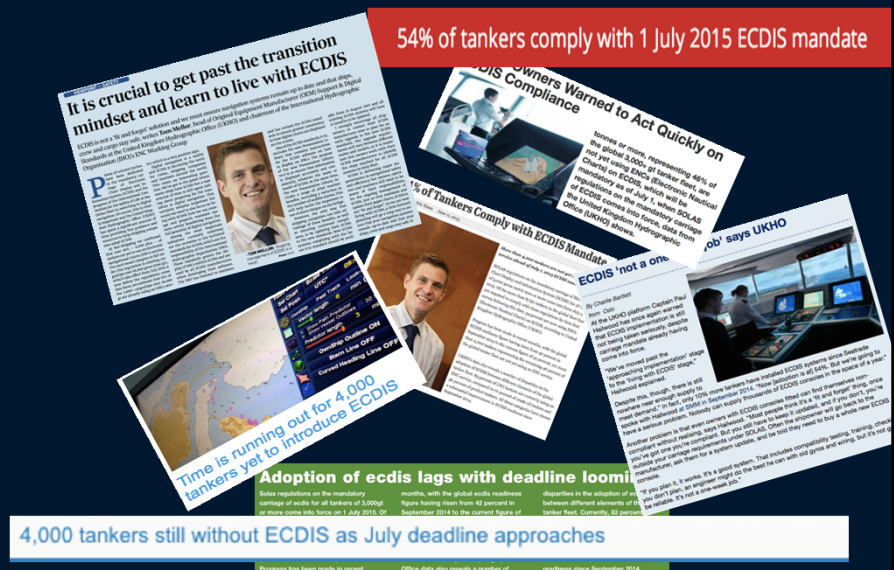
But, what difference does it make...?

- Any company that position itself (and ideally deliver!) cost reduction or improve efficiency has an opportunity in this market. Now is the time to communicate and gain from those benefits
- Skilled employees: Tens of thousands of jobs have been lost and more to come. Companies need to balance negative messages to stem the voluntary flow of skills from the sector



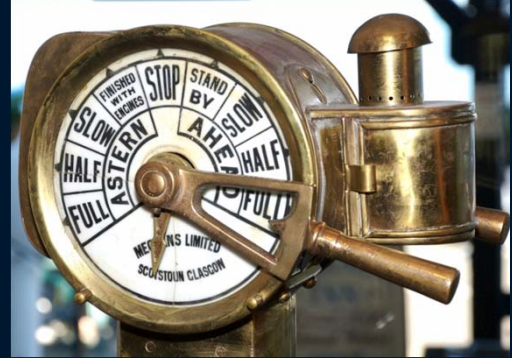
‘Thought Leadership’ – not “PR hot air”

- The goal
- The chosen issue
- The strategy
- The delivery



Communicating around issues and challenges...

- It establishes empathy with your customers (your businesses are determined by C-Suite thinking)
- It builds credibility and trust
- It creates context for your products and services
- It showcases your expertise and knowledge
- It helps tailor your solutions to your customers' priorities (and those of their customers)



Don't just take my word for it...

"If I was down to my last dollar, I'd spend it on **public relations**"

-- - **Bill Gates**, Microsoft Founder





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