



IN-DEPTH INFLUENCE

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

Offshore Vessel and Rig Connect – Asia
19 - 20 April 2016
The Marina Bay Sands,
Singapore

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

 powered by partnerships								
								
								



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.

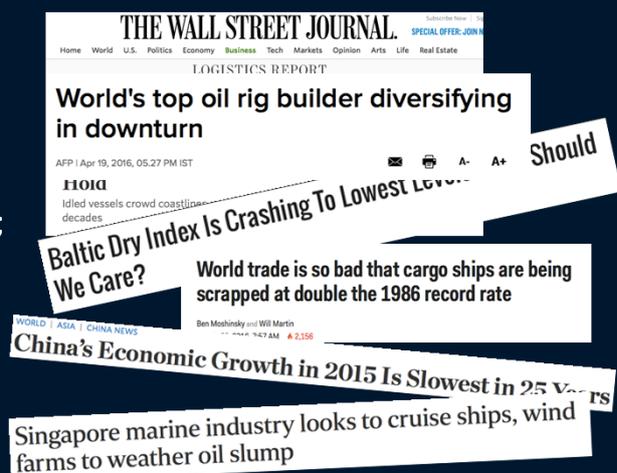
If you haven't, they won't.

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...!

THE BUSINESS TIMES 40TH ANNIVERSARY
THE BUSINESS TIMES

The Washington Post

Thu Apr 14, 2016 1:34pm EDT Revised: ENVIRONMENT, GLOBAL ENERGY NEWS
To curb climate change, 'we need to move everything': investors
BY LAURIE GOERING

Exxon Lawsuit Signals the Start of a Big Tobacco-Style Showdown for Oil and Gas
WRITTEN BY SARAH EMERSON
19 April 2016 // 02:00 PM CET

The new climate rallying cry: keep it in the ground

Paris COP21: More than 130 countries to sign climate accord on 22 April, create new record

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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

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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

54% of tankers comply with 1 July 2015 ECDIS mandate

It is crucial to get past the transition mindset and learn to live with ECDIS

Owners Warned to Act Quickly on ECDIS Compliance

% of Tankers Comply with ECDIS Mandate

ECDIS not a one-time job

Time is running out for 4,000 tankers yet to introduce ECDIS

Adoption of ecdis lags with deadline looming

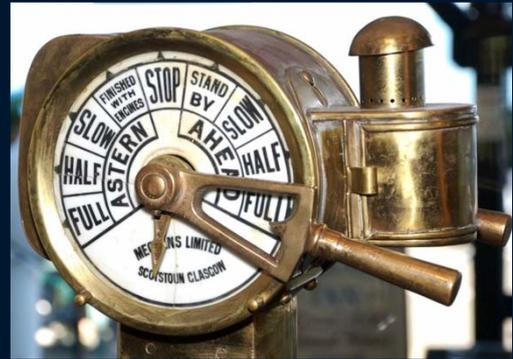
4,000 tankers still without ECDIS as July deadline approaches

Progress has been made in recent months, with the global ecdis readiness figures having risen from 42 percent in September 2014 to the current figure of 54 percent. Office data also reveals a number of tankers still without ECDIS as of September 2014.



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)



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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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