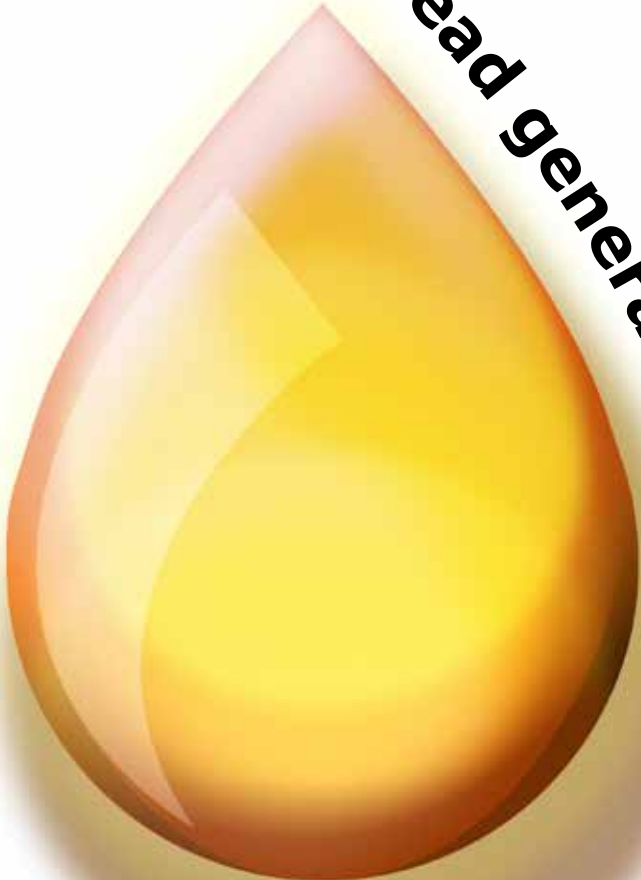


lead generation



“ Media Relations has proven a very powerful tool in generating awareness for our company. EMG’s effective international media outreach has resulted in tangible ROI and new business opportunities.”

Theo Verleun, Business Manager

Strategic Development

Branding & Positioning

Media Relations >

Marketing Tools

Advertising

Events Management

Interactive Solutions

Internal Communications

Crisis & Issue Communications

Brenntag Oil & Gas

The Challenge

Brenntag, a leading European chemicals distributor, was hoping to create new business opportunities by generating more awareness for its line of products and services to the oil & gas production and processing industries. Brenntag Oil & Gas had been commercially active in Europe for two years and was looking for ways to further support its commercial activities in the European region.

Brenntag's objective was to generate new sales leads through qualitative coverage in key international target media. Acknowledging the power of the written word, Brenntag searched for a marketing communications agency to help them reach the leading EMEA publications covering the oil and gas industry. Brenntag teamed up with EMG for its proven track record in running successful international trade media campaigns, its industry knowledge and ability to understand complex products.

The Solution

EMG worked with Brenntag's European Oil & Gas marketing team to develop a media approach that would ultimately target potential customers. A basic media relations programme was designed to introduce the company, its products and services to the wider EMEA oil and gas industry using EMG's established working relationships with the international media.

The introduction of Brenntag's N-SPEC® 50, a chemical cleaning solvent for pipelines and systems, was chosen to start a pro-active media programme, with other news releases to follow in the course of the year.

The media relations programme included: compilation of a Brenntag-specific EMEA media list, identification of relevant editorial features appearing in those publications, the production of news releases, including editing rounds, translation and formatting, the printed and online distribution of news releases, and personal follow up with the key publications across the EMEA region. Additionally the programme covered the pitching, securing and facilitation of interviews and the management of editorial opportunities in general.

The Result

Brenntag sees significant results from the media relations campaign. The company has been approached by numerous new business prospects from all over Europe, and had various new business leads as a direct result of the articles in the European oil and gas media. The awareness of Brenntag's Oil & Gas products and services has increased significantly, directly contributing to the company's bottom-line.

As a result of the distribution of the news release on N-SPEC® 50 and the follow up actioned by the EMG team, almost 20 publications across the EMEA region ran the story. Articles on N-SPEC® 50 appeared in the Nordics, Western Europe and the USA between the release date in January far into the year, with the last article appearing in August. Additionally the outreach resulted in a personal interview and an in-depth technical article written by Brenntag and published in one of the leading worldwide pipeline publications.

Since the successful kick-off of the media relations programme, EMG has worked with the Brenntag marketing team, and ensured a steady flow of news stories appearing in the major oil and gas publications.



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