



**AWARD  
WINNING  
WORK**



# BEST USE OF CREATIVE

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**Project**

Just say when

**Client**

Wrist Ship Supply

**Year**

2009



# Executive summary

## Client

Wrist Ship Supply

## Campaign

Just say when

## Introduction

Wrist supplies ship owners and ship management companies worldwide with provisions and stores and with a growing range of services such as marine logistics and sea catering. To consolidate its position as a leader in ship supplies, Wrist was determined to raise market awareness through a corporate branding campaign.

## Insight

Wrist is among a handful of ship supply companies who can claim to have global reach. In a highly fragmented market of small local and regional suppliers, Wrist offers its customers a one-stop-shop service.

## Idea

Wrist can stock just about anything and deliver virtually anywhere – the only variable is the “when”, which is decided by the customer. This is summed up by the creative theme underlying the branding campaign: “Just say when”. The theme is supported by dramatic visuals and a confident promise of global service.

## Implementation

Print ads in trade publications

Collateral brochures

Website

## Why it won

The central idea of this campaign masterfully delivers the central promise of a complex global ship supply and logistics operation in three short words backed by strikingly executed visual presentations.

# Award briefing

## Client introduction

Wrist Ship Supply, part of the Wrist Group, provides general ship supply services in ports worldwide. These services include the purchasing, consolidation and distribution of all provisions and stores required by vessels. Wrist also offers a range of other related services, such as marine logistics and sea catering.

Volume purchasing and global scope enable Wrist to offer a number of distinct competitive advantages, including competitive prices, rapid response and efficient order handling and fulfilment. It's logistics network enables Wrist to supply customers in a wide range of ports and offer a uniform standard of service worldwide.

## Campaign objectives

Wrist has grown dramatically in recent years and expects to continue on this course, as it expands globally and consolidates its position as a leader in ship supplies. The branding campaign is a main element in the drive to continue this growth.

The overriding campaign objective was to define Wrist's corporate image more precisely and translate this into a creative platform – a foundation for specific communication activities over the next 3-5 years.

The chief long-term goals of the campaign were to:

- Increase market awareness of Wrist and the benefits of using Wrist for ship supply
- Raise internal awareness of Wrist's overall business objectives and motivate employees to rally behind these goals
- Make people in general (potential hires, takeover targets, etc.) aware of Wrist's goals and ability to carry them out

## Strategy

### The challenge

Ship suppliers – or "chandlers" – are as old as sea trade itself. Herein lay the challenge to Wrist. The ship supply market is extremely fragmented, served by a host of local or regional suppliers. Many potential Wrist customers are long accustomed to navigating this labyrinthine supply system independently.

A successful branding campaign faced the challenge of communicating clearly and concisely the range of advantages – speed, efficiency, cost, reliability – offered by Wrist’s single source of supply.

### **The proposal**

CBC’s advice to Wrist was to focus on the idea that they have brought ship chandlery into the 21st century. Liaising with different ship suppliers eats up scarce time and can generate more paperwork than profits. Wrist offers an alternative – a company that combines global reach with a local touch.

Our view was that Wrist should present itself as a one-stop shop: a big-box store for the marine industry, where everything is already on the shelf and prices are competitive — where customers can shop by catalogue, order electronically and get home delivery in ports worldwide. A position that was summed up as follows:

Wrist stocks just about everything and delivers just about everywhere, so it’s really just a question of telling us when your vessels will be in port. After that, sit back and relax, knowing your order will be delivered right on schedule by the most professional team in the ship supply industry.

### **Target audience**

The core target audience for this campaign is senior managers in the supply and logistics departments of major ship owning and management companies.


### **Creative idea**

The theme of “Just say when” has been visualized by picturing Wrist’s global delivery system at work. A massive display of products is arrayed before a ship, giving the impression that you can get as much as you want of anything, wherever and whenever you want it, just by contacting Wrist. This of course is a creative metaphor not a scene from real life, though photography is used instead of illustrations to create a more realistic effect.

For the sake of simplicity the various iterations of the idea illustrate only one type or class of product each, enabling the image to be decoded instantly. The headlines vary depending on the type of goods pictured but the body copy repeats the same simple message throughout. Simplicity and consistency are essential to achieving a unique and memorable brand.

### **Media**

This international campaign is anchored by a core of print ads, supplemented by a website and collateral segment brochures.



**Rib eye steaks? Just say when.**

We stock just about everything and deliver just about everywhere. So it is really just a question of when—and you always get to decide that. For ship supplies and spares, just say Wrist.

**Hubs in:**  
Aalborg, Algceiras,  
Dubai, Houston,  
Malaysia, Marseille,  
Norway, Piraeus,  
Rotterdam, Singapore

[www.wrist.com](http://www.wrist.com)

**wrist**  
SHIP SUPPLY

XP 70374444



**Fresh veggies? Just say when.**

We stock just about everything and deliver just about everywhere. So it is really just a question of when—and you always get to decide that. For ship supplies and spares, just say Wrist.

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Aalborg, Algceiras,  
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## Spare parts? Just say when.

We stock just about everything and deliver just about everywhere. So it is really just a question of when—and you always get to decide that. For ship supplies and spares, just say Wrist.

18-2021-NA-4


Hubs in:  
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Rotterdam, Singapore

[www.wrist.com](http://www.wrist.com)



**wrist**

SHIP SUPPLY



## Safety equipment? Just say when.

We stock just about everything and deliver just about everywhere. So it is really just a question of when—and you always get to decide that. For ship supplies and spares, just say Wrist.

18-2021-NA-4

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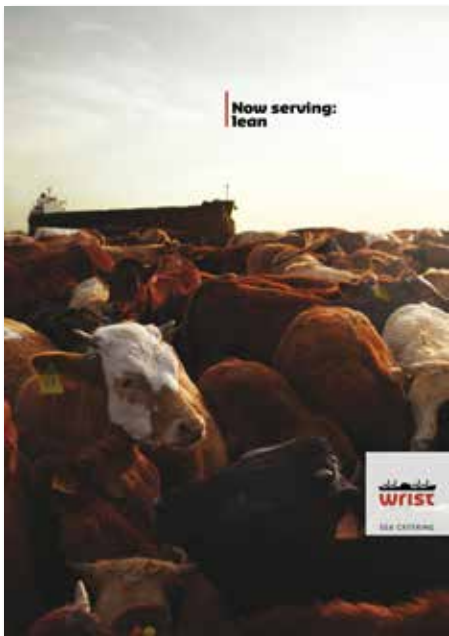


**wrist**

SHIP SUPPLY







Now serving:  
lean

## All the ingredients of successful catering

While provisions represent only a tiny part of a ship's total operating costs, food has a huge impact on welfare onboard and its purchasing makes for a heavy administrative burden. That's where we support you from start with Wrist Sea Catering.

We can help you achieve a more streamlined catering profile, with all the ingredients of a successful fleet. We bring you the most advanced technology, proven for your vessels, so you can reduce operating costs, improve service and ensure quality. It's simple to follow, but it takes a little while to get it right.

### No risks, no losses

With Wrist Sea Catering you can focus on your core business, while we take care of your catering needs. Our experts will help you choose the right products, offer long-term value, support you in the world of catering and help you to get the most out of your vessels. It's simple with Wrist Sea Catering, after long-term value, support you in the world of catering and help you to get the most out of your vessels.

High quality food is the key to a successful catering operation. We offer you the most advanced technology, proven for your vessels, so you can reduce operating costs, improve service and ensure quality. It's simple to follow, but it takes a little while to get it right.

### Quality matters

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### Efficient service

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### Ensuring correct onboard

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**A full range of support**  
From our office in 2013, Wrist Sea Catering offers a full range of support services to our customers. From catering operations, shipping, logistics, procurement, and food handling, we will be covering all your needs. We have a team of experts who will be supporting you from start to finish. We have a team of experts who will be supporting you from start to finish.



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A smarter spin  
on spares

## From Anchorage to Zoushan - just say when

Shipowners often spend vast amounts of time, money and effort arranging transport and delivery of spare parts. Wrist Marine Logistics offers a smarter spin on the entire process. Our fleet replaces the traditional and inefficient way of arranging to control a variety of third party handling agents with a highly efficient logistics system tailored precisely to your requirements. Sound efficient? It is.

The ship's maintenance of spare parts is a complex task. It involves a lot of time and money. We offer you the most advanced technology, proven for your vessels, so you can reduce operating costs, improve service and ensure quality. It's simple to follow, but it takes a little while to get it right.

### Supporting efficiency

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WRIST SHIP SUPPLY -World wide - welcome

http://www.wrist.com/ Google



SHIP SUPPLY

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CUSTOMER LOG-IN


WRIST SHIP SUPPLY CONTINUES ACQUISITION TRAIL WITH HQ7 DEAL  
20 May 2009  
WRIST SHIP SUPPLY CONTINUES ACQUISITION TRAIL WITH HQ7 DEAL




**Just say what**

**Work gloves? Safety equipment? Mops?** Just say what..we carry more than 100,000 different items, all of it available at the touch of a button. →


**Download**  
Go to our download section →




**Grow with us**  
Wrist has excellent career opportunities for a broad range of candidates. →



**Wrist World Wide**  
Find a Wrist branch. Go →



**Readiness is a state of mind**  
Go to Our services →



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Home page incorporating thematic and visual elements of the print campaign.

### **Timescale**

The campaign was launched in 2008 and continues to run today. One of its strengths is strategically planned longevity, as the various examples shown comprise an idea bank that Wrist can draw on again and again over the next many years. New variations on the theme can also be developed as Wrist sees fit, in order to focus on specific product offers, customer segments, etc. But whatever is undertaken now or in the future, a template has been created that will ensure thematic coherence and visual continuity – the keys to creating a strong and recognizable corporate brand.

### **Results**

There is widespread agreement within Wrist and throughout its regional hubs that the campaign has accomplished its primary goal of redefining the corporate image to effectively support further growth and help the company consolidate its leadership as a one-stop-shop supplier.

### **Testimonial**

“The creative work behind the campaign developed by Cross-Border Communications was based very astutely on our market situation and plans for future growth. We feel that it sends exactly the right targeted message in a succinct and memorable way.”

Kim Weidemann

Managing Director,  
Wrist Ship Supply

