

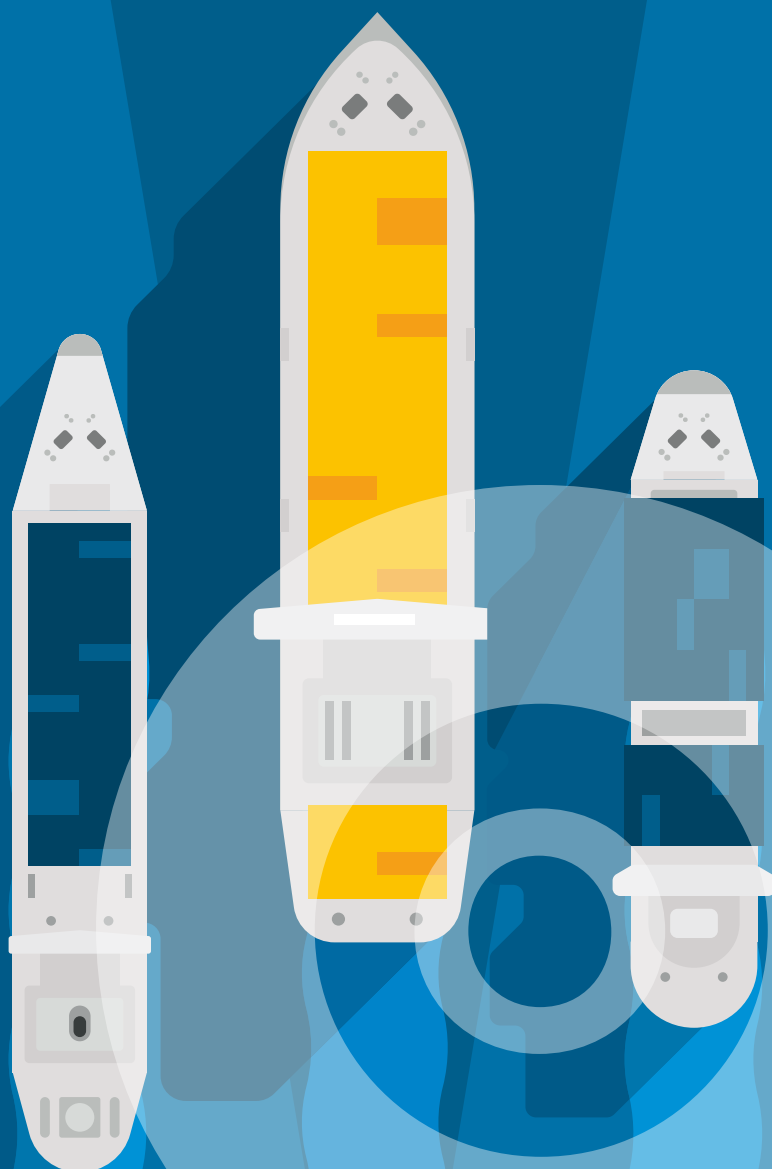


CASE STUDY



TIME FOR CHANGE: LAUNCHING HANSEATICSOFT IN THE MEDIA

AN INTEGRATED AND
COHESIVE PR AND
MARKETING CAMPAIGN



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HANSEATICSOFT WAS FEATURED IN

Digital Ship

(inside)marine
LEADING INTERNATIONAL MARITIME MAGAZINE

MARINE
ELECTRONICS & COMMUNICATIONS

MARINELINK

MARITIME LOGISTICS
PROFESSIONAL

MARINE & OFFSHORE TECHNOLOGY

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CAMPAIGN OBJECTIVES:

- To launch Hanseaticsoft in the media and promote its flagship technology, Cloud Fleet Manager
- To build relationships with the media and position Hanseaticsoft as experts on maritime and shipping technology
- To promote Hanseaticsoft's USPs, innovative technology services and thought leadership

THE CLIENT

Hanseaticsoft offers a cloud-based ship management solution, which allows shipping companies to have an all in one software solution. This is an innovative system within the shipping industry and one that aims to transform the market.

CAMPAIGN SUMMARY

Hanseaticsoft is a maritime software provider, providing fleet management software solutions to optimise workflows in shipping companies.

The company was founded in 2009 by Alexander Buchmann who gained experience in the software department of a medium-sized shipping company in Hamburg, the third largest container harbour in Europe.

Hanseaticsoft has grown quickly, increasing its number of employees from 35 to more than 50 in 2017 and opening a new office in Copenhagen with another planned for Singapore.

In March 2017, Lloyd's Register, one of the world's largest ship classification societies invested in the software company. This sparked the need for more media exposure to support the company's international growth ambitions.

OUR APPROACH

We created an integrated and cohesive PR and Marketing campaign focused on key issues facing global shipping companies and how technology can address these challenges.

We produced an editorial features calendar, with insights from journalists on their topics of interest and created a press kit and extensive media list of key global media targets.

We launched Hanseaticsoft in the media, arranged interviews for the CEO with target media, promoted stories about their business growth, investment and software, promoted customer case studies, product announcements and a range of opinions articles – activity which has transformed the company's media profile, positioning them as industry experts on shipping technology.

HANSEATICSOFT WAS FEATURED IN



SUCCESS

In just 12 months, Hanseaticsoft has become an established name in the maritime and shipping press. Our key successes include:

- 97 pieces of press coverage in high quality international and UK publications
- 8 pieces of press coverage a month
- A series of interviews with Tradewinds Shipping Watch and Hellenic Shipping News
- A series of articles placed in top tier titles including Ship Management International, Ship Technology Global, All About Shipping, Asian Shipping Media, Digital Ship, Marine Electronics and Communications and Marine Professional amongst others

“Having had mixed experience with agencies in the past we are very happy that we’ve found a reliable partner with maritime expertise in OneGTM. We have noticeably increased the international awareness for our products and entered new markets. Whether positioning, industry insights or creating compelling articles - Tim and his team really get things done!”

MAX HAGEMANN
HEAD OF PR AND MARKETING,
HANSEATICSOFT GMBH



 hanseaticsoft

To find out how One GTM can help your business contact us on:

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