



Agency Case Studies

Supporting Clients to Sell More Stuff and Build Better Brands

How we have
supported our clients
to generate more
leads.

**SELL
MORE
STUFF**



The measurable integration of sales and marketing has been made possible through the evolution and implementation of marketing technologies.

Our team is qualified in the deployment of a range of marketing CRM and automation software including Marketo, SharpSpring, Eloqua and HubSpot.

HubSpot is our preferred partner due to the scalability of the platform to meet the needs of the end user.

We are a gold HubSpot partner which grants us access to the latest technology, training and on-demand technical support allowing us to deliver a first class service.





Sandvik

Making the shift from tradeshow to nurture
campaign



The brief

Historically Sandvik has relied on tradeshow and events to play key roles in their sales and marketing plans.

In 2020 tradeshow and events throughout the world were postponed or cancelled following the impact of the COVID-19 pandemic. With their marketing plan compromised Sandvik tasked Fifth Ring with developing an alternative digital plan to replace the event led strategy.



Activation

With limitations on the opportunity for face-to-face contact, communications with new and existing customers needed to take a new form. On-going communications with customers had to be done through digital channels and in multiple ways, to speak to contacts at every stage of the buyer journey.

As a starting point, Fifth Ring recommended a new email marketing platform to move the SMT marketing team from three different platforms, to one platform to be utilized globally across each division with the business unit.

Together with the team at Sandvik, we introduced a new webinar series, alongside the existing content strategy to enable ongoing opportunities to interact with new and existing contacts, and to improve search engine optimization in relation to their product offering.



SANMAC® MATERIALS MACHINABILITY OF BAR AND HOLLOW BAR

Join us tomorrow, **October 6 at 10:00 AM Central Time (GMT-5)** for our next webinar where we will speak about Sanmac® materials.

Some of the topics we will discuss include:

- Increased cutting speeds and feed rates, resulting in better machine utilization and reduced fixed cost per item produced
- Less tool wear, resulting in more items cut per insert edge
- Reduction of set-up times, facilitating long series production with the same cutting data

Click the button below to download the calendar invite which includes the link to join the live webinar. You will also receive a reminder email with the link the morning of.

We look forward to discussing these topics and more with you during this webinar. Feel free to reach out to me if you have any questions beforehand.



In today's material expertise #webinar, we'll be sharing information about the machinability of stainless steel bars and hollow bars. Save your spot and see you at 10:00 AM Central Time (GMT-5)! Register here: <https://fal.cn/3aKlo>



Results

615

New contacts generated

45%

Average email open rate

25%

Click through rate

With digital engagement at an all time high Fifth Ring quickly pivoted Sandvik's marketing strategy to focus on digital marketing and lead generation.

The webinar series was successfully launched in the Americas first, shortly followed by APAC using the same email platform to track user insights and new contact sign ups.

A feedback loop was developed to regularly share the results of the campaign activity and to pivot the strategy when required.

The results of the campaign exceeded initial expectations and has transformed the way Sandvik plan on marketing their products and services in the future. The regular reporting schedule allows Sandvik to develop future marketing campaigns that are data driven.



Jotun

Revenue generating digital marketing campaign



Jotun

Global provider of paints and coatings
Operates in more than 100 countries
Headquartered in Sandefjord, Norway

Business broke into 4 segments:

Decorative | Protective | Marine | Powder



The opportunity

For the first time, Jotun was creating campaigns which bundled aligned products and aimed at target markets, rather than by individual product line. The Thermosafe campaign bundles together several products, all of which protect onshore processing facilities (mainly) from extreme conditions.

These newly engineered products were being introduced to a marketplace that thought of paint as a last consideration and focused on color and corrosion control rather than the performance of the pipes and facilities. As this was the first campaign of its kind in Jotun, there were internal stakeholders to engage with and consider, how would they respond to something so new and different? Externally, Jotun customers had never considered paints and coatings in this manner before.

Our solution

Fifth Ring took a strategic approach, looking holistically at what Jotun was trying to achieve, creating a campaign that was like nothing Jotun had ever done before, with the campaign tagline “Applied Performance” and a bold visually appealing look and feel.

In addition, Fifth Ring produced and executed a multi-channel plan with tactics including:

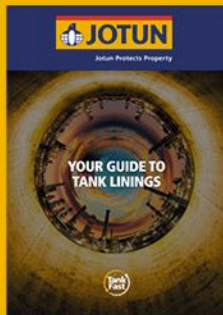
- Trade press advertising
- Paid social media advertising
- Content strategy and creation (including articles, eBooks, leaflets, video, info graphics, stand designs and even a colouring book).



Advertising



Articles and blogs



EBooks



Social media posts



Online video



Brochures / Leaflets

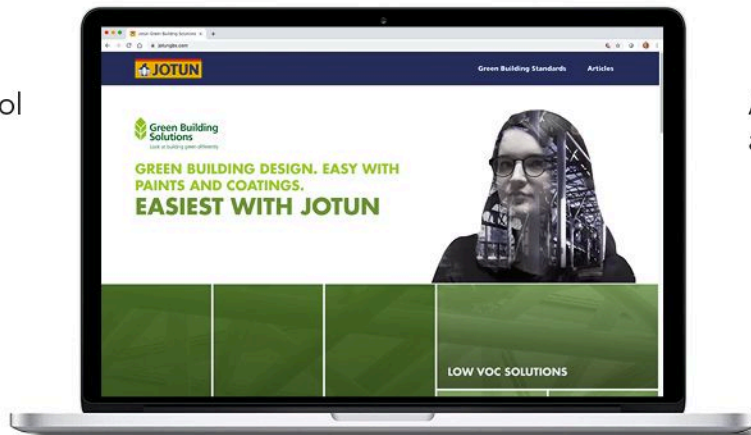


Exhibition / Displays



Landing page

Online Tool



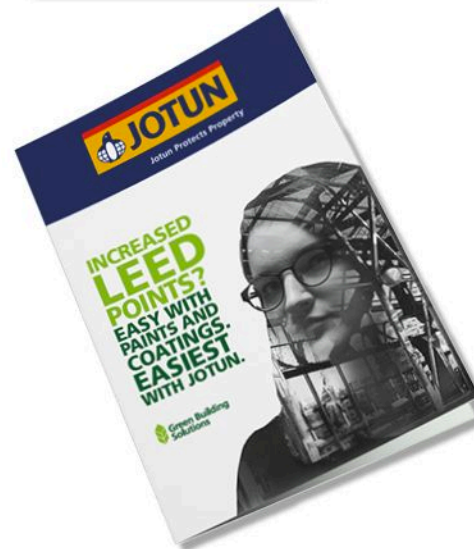
Articles and blogs



Advertising



Brochure



Social Posts



Results

40,000

Unique page views

500%

Increase in product sales

Since the campaign launched, Jotun has seen profits in one of the products included increase by more than 300% and for other by 500% with 18 new customers approving or specifying the products for future projects. The campaign page has seen more than 40,000 unique page views with the average time spent on the page more than 1 minute 40 seconds (the previous Joutn.com average was 30 seconds). The Jotun Protective LinkedIn account received more than 700 new followers and hundreds of customers attended seminars on the products.

National Tube Supply

National Tube Supply (NTS) is a national distributor of carbon and alloy mechanical tubing based in University Park, IL with facilities around North America. National Tube Supply engaged Fifth Ring to identify how it could increase visibility of its Baytown, TX facility in the enormous Houston marketplace. Historically, steel manufacturers have a more traditional take on marketing, and National Tube Supply was looking for an edge to break through this.



NATIONAL TUBE SUPPLY

The opportunity

Fifth Ring saw an opportunity for National Tube Supply to become one of the premier tube suppliers with a robust and active digital presence.

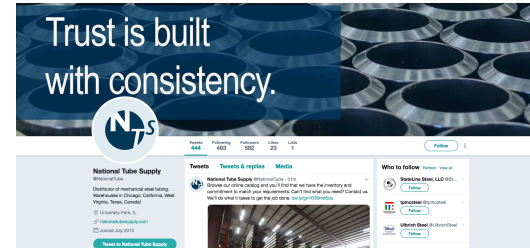
- **Over the next year, Fifth Ring aimed to achieve the following objectives:**
- **Establish visibility and ultimately generate potential sales leads.**
- **Position National Tube Supply as a reliable supplier in the steel manufacturing industry.**
- **Drive traffic to the website as the hub of all National Tube Supply's digital presence.**
- **Amplify National Tube Supply's key messages using social media.**
- **Increase brand awareness within Texas for National Tube Supply's Houston facility.**
- **Modernize existing creative to be in line with National Tube Supply's vision for the company**

Our solution

First, Fifth Ring worked with National Tube Supply to identify the key messages it wanted to share online. As a family-oriented organization, it has strong values and ties to the community, which Fifth Ring wanted to convey externally to put a brand personality behind this manufacturing company.

To channel these key messages into results-driven digital content, Fifth Ring created a well-rounded content strategy, including informational blogs, targeted social media content and personalized e-newsletters.

Fifth Ring created and tested a variety of content on each platform to see what resonated the most with the audience that National Tube Supply was building. As NTS began consistently publishing content on multiple platforms, Fifth Ring was able to identify which audiences were engaging with the company most frequently.



Results

321%

Increase in web users

3150%

Rise in social traffic

9,618

LinkedIn impressions

Within the first 12 months, a reinvigorated social media strategy generated the following results for National Tube Supply:

- **LinkedIn impressions increased from 0 to 9,618 per month**
- **LinkedIn clicks increased from 0 to 293 clicks per month**
- **Twitter impressions increased 3,655 percent**
- **Facebook impressions increased from 0 to 2,067 per month**
- **Facebook engagements increased from 0 to 319 per month**
- **Facebook referrals to the website increased 3,500 percent**
- **Twitter referrals to the website increased from 0 to 12 per month**
- **Facebook referrals increased from 0 to nine per month**

**BUILD
BETTER
BRANDS**

The background is a deep blue underwater scene with bubbles and a faint grid pattern in the upper right corner.

ROVOP

KNOWLEDGE IN DEPTH



THE CHALLENGE

Following a successful start as a company ROVOP had outgrown its initial brand story and identified a need to improve how it was perceived in its sector and beyond.

ROVOP needed a brand refresh, both internally and externally, and a platform on which to build favourability and familiarity.

In order to support this, Fifth Ring was tasked with developing a new and compelling story and implementation plan to embed ROVOP's message in the marketplace, and reposition the company as a key player within the global energy industry.

THE PROCESS

Fifth Ring worked closely with ROVOP's senior leadership team and applied its proven Brand Asset Management process to develop, define and articulate the new brand story.

Making the transition from local challenger to global player included producing and executing a multi-pronged approach, considering:

- **Key targets, messages and channels**
- **A strategic marketing communications plan**
- **A tactical delivery for activating the new brand**
- **A modern and responsive website**
- **Impactful PR**

THE CREATIVE ANSWER

This is a forward facing brand. One that needs forward facing work. So our creative minds got to work, taking the ROVOP brand forward, uniting its messages with a newly aligned message hierarchy.

A vision for the company going forward was created, taking the brand into a new era.

We created a fresh mission every member of staff could believe in, get behind and get their teeth into. We developed a value proposition that brought every benefit for ROVOP's customers to life.

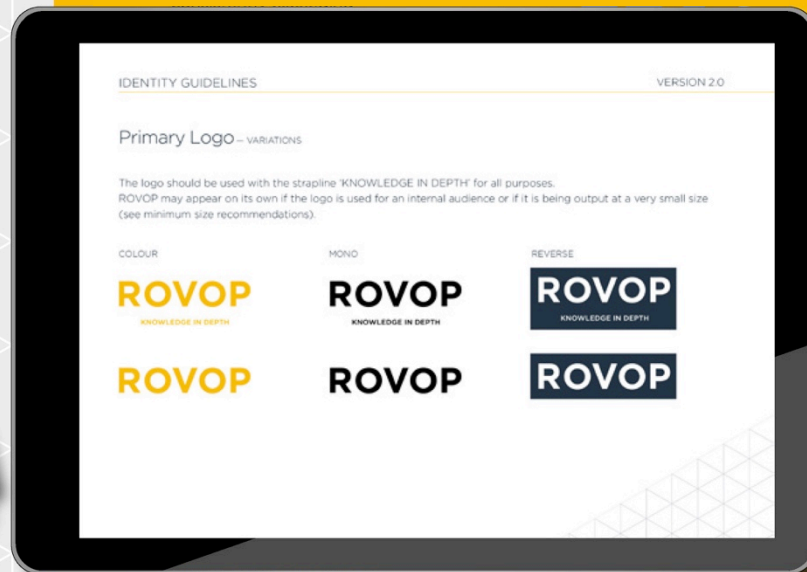
And lastly, but not leastly, we ensured everything was together in one place, with a refreshed brand look and feel and a confident tone of voice that was befitting for a great brand like ROVOP.

OUR MARKET

Subsea Robotics Services



**To reinforce brand
consistency and build
recognition within the
industry we developed
brand guidelines for ROVOP**



achieved through absolute
clarity and focus.

THE RESULTS

Following the brand and website launch Fifth Ring helped ROVOP to achieve:

Over 78,000 webpage views

An increase of 481% in mobile visitors

A press circulation of 7,353,769

Successful media engagement at 9 global events



**Inhance
Technologies**

The science of better



THE CHALLENGE

Inhance Technologies was in search of a partner to lead the development and promotion of its story to current and expanding markets, applications and geographies.

Due to its recent international expansion, additional offerings and new markets, **Inhance Technologies needed a new perspective on its story that could be told more effectively and consistently worldwide.** A big part of that story included better communicating its sustainability mission, of which many existing customers were unaware.

Inhance Technologies envisioned a comprehensive repositioning of the company that would encourage new lead generation, notoriety and recognition as a leader in the specialty plastics and chemicals space.

THE PROCESS

The strategy for Inhance Technologies focused on aligning organisational objectives using our building brands and selling stuff models. To achieve this, the strategy was split into two phases: foundation and activation.

Foundation

To kick off the foundational phase, Fifth Ring conducted in-depth employee and customers interviews, a competitor audit, and a three-day workshop with Inhance Technologies leadership at the Fifth Ring Americas office. Fifth Ring's experienced brand and strategy team used the culmination of these inputs to determine the new direction and personality of the brand, one that would be positioned as a leader in technology transformation for specialty plastics and chemicals.

THE PROCESS

Activation

With the new brand concept enthusiastically approved by Inhance Technologies leadership, it was time for the next phase: brand activation. Fifth Ring began this phase by orchestrating an internal brand launch to present the new messaging to what would become Inhance Technologies' group of biggest brand ambassadors.

After a successful internal launch, Fifth Ring planned the external brand launch on Earth Day to coincide with Inhance Technologies' sustainability offering, a key aspect of the new messaging. On launch day, the new website went live, along with announcements on refreshed social media channels, a press release and an external email campaign to new and existing customers.

THE CREATIVE ANSWER

Inhance Technologies' products are excellent. But it needed a great brand to promote them. We set about taking the positioning of their brand to a global level. We created a strong message hierarchy and also set about naming their suite of products within their portfolio, with a structure to match.

Focusing on their world expertise in chemistry, we devised a fresh new tagline. The science of better was born, which, along with a bold vision and proud mission statement would firmly embed the new brand across the world for staff and clients alike.

This helped pave the way for a whole host of activity. From its launch with a fresh new website, advertising, ebooks and online posts, the science of better is being promoted through the science of better marketing.

STRATEGIC PRINCIPLE

At the forefront of technical innovation.

This is not merely chemistry, but turns
the overall brand benefit into an artform.

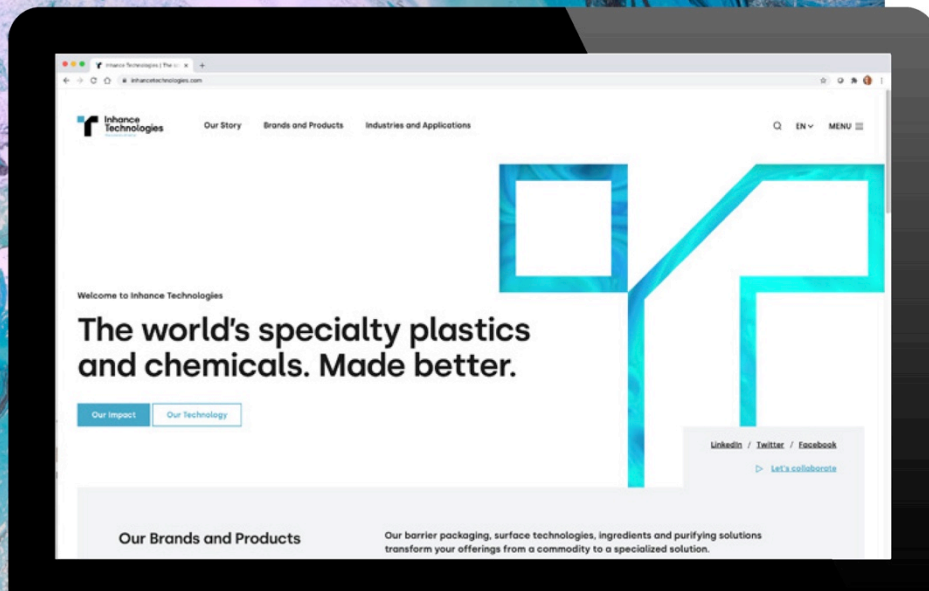


The science of better

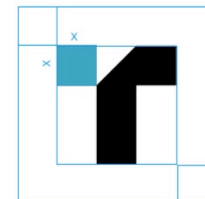


Inhance Technologies takes
clients' products and improves
them. With a duality of meaning,
this also insinuates that Inhance
Technologies takes science to
another level.





Usage



Clear space zone

The logo must always have a reasonable amount of white space around it in order to avoid visual conflict and interference from other graphic elements. The free space area is defined by using the height and width of the blue square in the T icon as a fixed measurement. The same rule applies when the T icon is used in isolation.



Minimum size
It's important to maintain the dimensions of the logo.

Focusing on customer journey we developed a consistent brand experience across all digital touch points.

Features and benefits

Enkase modifies the surface of monolayer polypropylene (OPP), PE and containers to provide barrier protection in every direction against permeation. It ensures the quality, flexibility, safety and compliance of your products.

Quality

- Preserves contents so they don't change over time
- Increases shelf life
- Reduces examples from plastic packaging
- Prevents container pitting and label flaking

Safety and compliance

- Ensures contents don't permeate through container walls
- Reduces risk of impact on human health and the environment
- Meets compliance with complex packaging regulations

Infinite flexibility, more design freedom

- Endless packaging design independent of barrier layer
- Can be applied to any package size or shape
- Enhances package durability to extend life of end product
- Suitable for caps, sprayers, etc.
- Long term cost savings
- Light weighting can support reduced use of plastic and lower costs

Protect your products, profits and planet. Enkase it.



Barrier Packaging

Barrier packaging and sustainability

Zero process emissions, zero process waste and zero water to deliver barrier packaging that is fully recyclable.

Barrier packaging is essential to preserve ingredients, increase shelf life and preserve product quality, as well as safeguard health and the environment. However, most barrier packaging solutions are non-recyclable and use significantly greater amounts of energy and fossil fuels in the manufacturing process in conventional plastics.

Enkase™ offers a recyclable alternative to typical barrier packaging for liquids. Using one of the most environmentally responsible processes available, zero process emissions, zero process waste and zero water to deliver barrier packaging that is fully recyclable.

Enkase enables up to 50% dematerialization compared to alternative barrier packaging technologies. It ensures maximum protection for a wide range of formulations, including those used in products such as health and beauty, flavors and fragrances, active pharmaceutical ingredients (API), and industrial and crop protection chemicals.

With more than four decades of providing award-winning barrier packaging, Innove Technologies continues to lead the way in more sustainable choices.



Barrier Packaging

Protect your products with peace of mind



Innovate Technologies
The science of better

Enkase™

THE RESULTS

The new Inhance Technologies brand is visually stunning, more modern and cohesive across all owned channels.

The collateral and content created appeals to customers throughout Inhance Technologies' buyer journey. Existing customers are more aware of the benefits of choosing Inhance Technologies solutions, including sustainability. And, the company has received outstanding customer feedback on the new corporate website.

Within the first month of launch, results showed:

- 73.24% increase in new website sessions
- 53.41% increase in page views/session
- 37.02% increase in session length
- 40 new contacts created
- 16 website inquiries



IMR AND D

INTELLIGENCE WITH INTEGRITY



THE CHALLENGE

Imrandd, an asset integrity management specialist, approached Fifth Ring in 2017 as a start-up company looking for help with brand positioning and breaking into the global market as a challenger brand..

Challenging the status quo, Imrandd needed to tell their story of how they could revolutionise the way the upstream oil and gas industry did business, improving safety and profitable management of assets through their unique techno-economic solutions.

THE PROCESS

Fifth Ring provided the go to market strategy to help grow the business globally, followed by a broad portfolio of activation tactics including:

- Market research
- Impactful public relations and content creation
- Creative campaign development and execution
- Video production
- Growth driven web design
- Micro targeting social campaign

THE CREATIVE ANSWER

Imrandd is in the business of asset integrity management. So we made it our business to ensure it's a brand with the utmost integrity.

Imrandd employ seriously clever people who can not only provide extremely insightful data for clients, they can also interpret, like no other, the implications their data provides.

The strapline? Intelligence with Integrity.

This is just part of the overall message hierarchy work, which, alongside a fresh new look and feel for the brand, was unleashed internally and externally with a myriad of collateral, film and a 'brand' new office refresh to boot.

THE MESSAGE HIERARCHY

NAME

IMRANDD

STRATEGIC PRINCIPLE

INTELLIGENCE WITH INTEGRITY

MISSION

OUR AIM IS TRUE: BE THE ENGINEERS OF OUR CLIENTS' FUTURES.

MARKET SPACE

Business-driven integrity management

VALUE PROPOSITION

IMRANDD is the innovative business partner that goes beyond traditional asset integrity management. By combining engineering expertise, tactical implementation with a commercial understanding, we can give a more effective angle on asset integrity management. This enables clients to look at the long term strategic business implications of their assets under management, make more informed decisions, identify and improve cost efficiencies, increase uptime and improve production giving a real commercial edge over the competition.

Everything that affects production,



affects results on balance sheets.

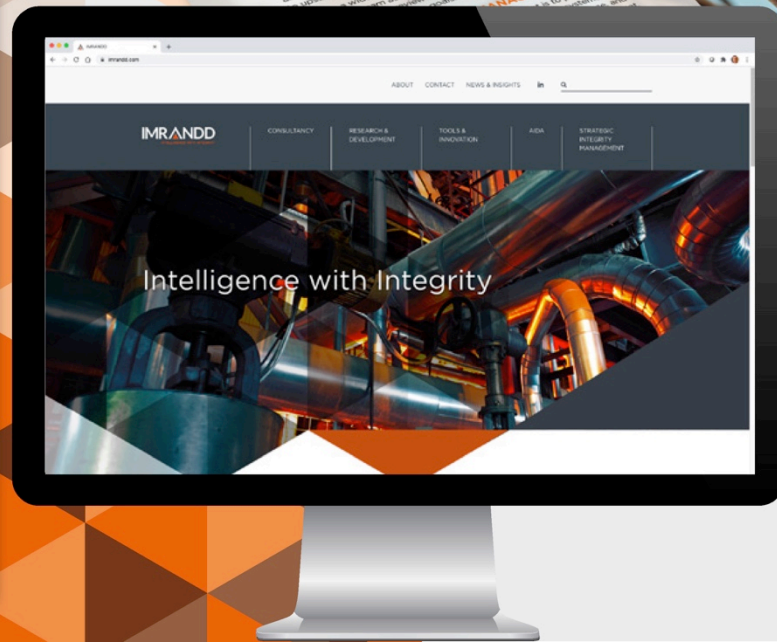
The thing about traditional asset integrity management is this, it's traditional. But in our view, that's old hat. And that's not very clever. By combining state-of-the-art engineering expertise and tactical implementation with an understanding of a commercial context, we give a more effective angle on asset integrity management. You'll see the long-term strategic business implications for every asset, so you can make more informed decisions, improve cost efficiencies, increase uptime and improve production.

The results are a real commercial edge over your competition.
Some say it's clever. To us, it's simply business.

For more details, speak to us or visit imrandd.com

IMRANDD
INTELLIGENCE WITH INTEGRITY

We developed appealing brand collateral to reinforce IMRANDD's position as a challenger brand.



**To support the launch of IMRANDD's
new product AIDA we developed a
corporate film to generate
engagement on social media**

If you aren't working with AIDA,
you're working in the dark.



IMRANDD
INTELLIGENCE WITH INTEGRITY

THE RESULTS

From the start, Imrandd challenged the status quo, believing there was a better way to do business. And, it was successful in disrupting the marketplace, winning work around the world and is now positioned as one of the most respected and admired brands within their area of expertise.

The marketing activities elevated the Imrandd brand around the world, and harnessed by their ability to deliver what they do better than most, Imrandd is a clear example of a challenger brand becoming a market leader.



DOLPHIN
DRILLING



THE CHALLENGE

Dolphin Drilling is one of the North Sea's longest established drilling contractors, tracing its roots back to the 1960s.

Following a significant restructuring process, Dolphin Drilling needed an updated visual identity alongside a streamlined version of their current messaging.

They approached Fifth Ring to support with the creation of a new visual identity and development of new messaging.

THE PROCESS

Working alongside Dolphin Drilling, Fifth Ring worked toward creating powerful internal and external messaging, with an entire brand refresh and a comprehensive activation plan to relaunch the brand to the marketplace

The brand activation included

- Exhibition support
- A strategic marketing communications plan
- A tactical delivery for activating the new brand
- A modern and responsive website
- Impactful PR

A large, stylized teal dolphin graphic is positioned on the left side of the page. The dolphin is depicted in profile, facing right, with its body curved upwards. The text 'FIVE TALENTED DRILLERS' is written vertically in a teal, outlined font, following the curve of the dolphin's body.

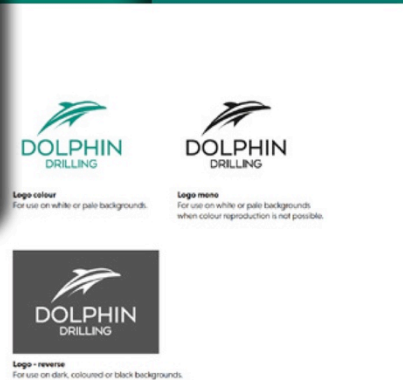
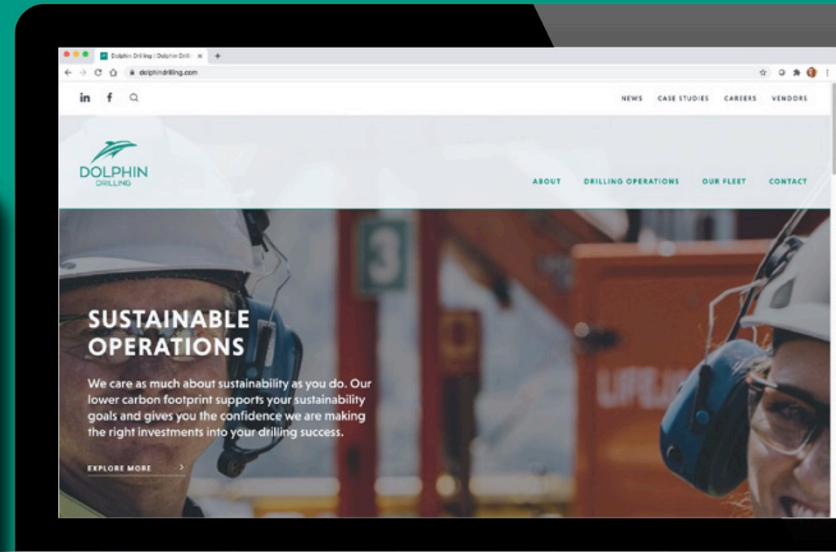
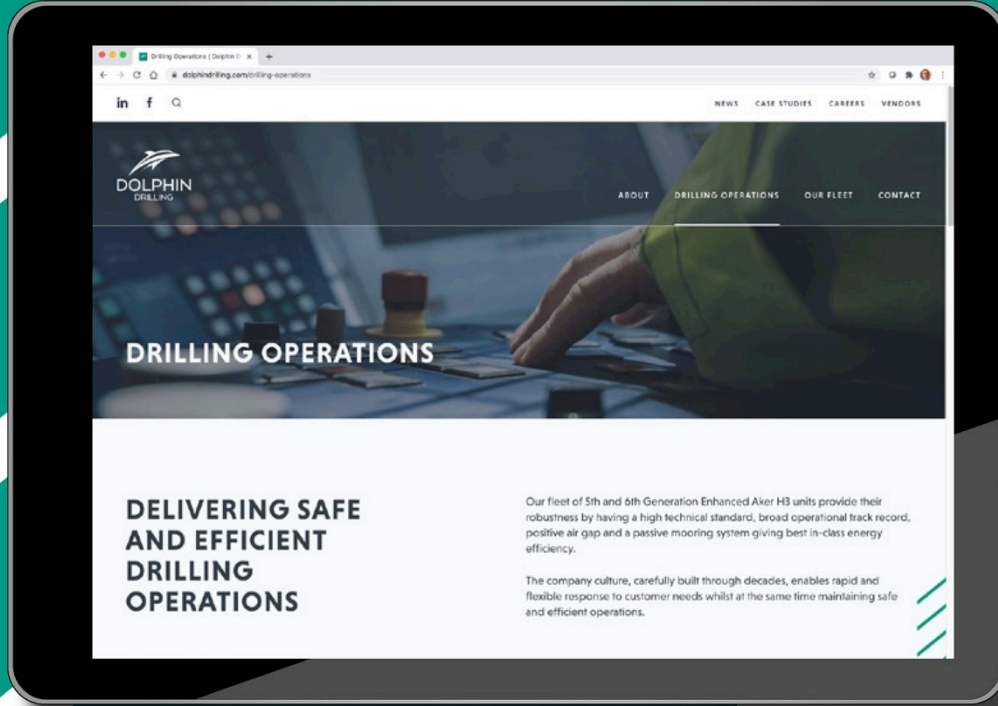
FIVE
TALENTED
DRILLERS

Dolphin Drilling has been around for a while. The brand needed refreshing.

We immersed our creatives in the task in hand. A bold, confident new typeface. A simplified dolphin graphic, giving the dolphin more prominence. Maximum impact, with refreshing colours, inspired by industry to complement the new brand.

Dolphin Drilling works extensively in challenging conditions, so we felt it befitting to marry industry orange with storm grey - completely different to the competitor brandscape. This, along with simple linear graphic styles ensured Dolphin had their own brand of marine magic.

We created a visually appealing website for Dolphin Drilling to express the bold brand identity



THE RESULTS

Fifth Ring successfully launched the new Dolphin Drilling website in August 2020 replacing the previous version with a modern, engaging and fully optimised website.

The site houses the new messaging and provides the end user with all of the details they need to have an enjoyable customer experience.

What's more, the site is fast, slick and reliable and uses a modern CMS to allow for agile changes to be made when required.



EXPRO



THE CHALLENGE

Expro is an international oil and gas service company. Operating in a market that is evolving with an increased focus on the energy transition and sustainability. Expro identified an opportunity to evolve their messaging to reposition the business.

They approached Fifth Ring to support with **the activation of their new messaging** internally and externally.

Fifth Ring has worked with Expro for over 10 years and managed the original project to integrate multiple companies under the one Expro brand. This latest project took this work to the next level.

THE PROCESS

Fifth Ring hosted a series of interviews and workshops with key members of the Expro team to understand the repositioning of the business and develop a new corporate vision.

The process included

- Discovery workshops
- Development of the new corporate vision
- Creative campaign material and visual identity
- Website updates
- Launch video

THE CREATIVE ANSWER

A comprehensive series of workshops helped us get under the skin of the Expro brand.

Expro are ready for a new era. So we made sure their brand and their messaging to the outside world (and to every single member of the Expro team) reflected that.

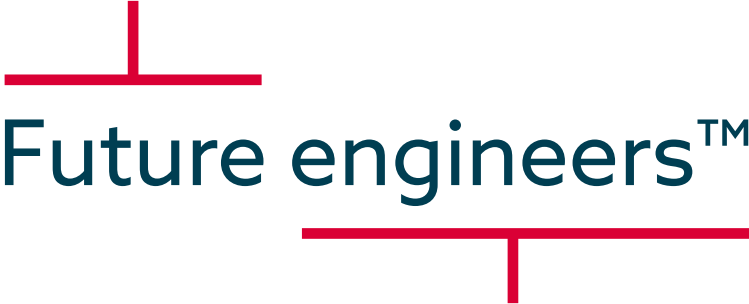
It was time to be big. Time to be bold.

So we sharpened our creative minds and set about positioning them in a way that showed Expro is ready to challenge the status quo.

They're now the Future engineers™, with a whole host of brand collateral and a film that helped establish their brand internally to every Expro staff member and broadcast their bold new messaging to the world.

STRATEGIC PRINCIPLE (tagline)

The entire industry has to look ahead. The industry, and the world's attitude to energy is changing. There is not only a demand for the energy industry to discover more efficient and cost effective ways of working, but also an increased relevance and impetus for the industry to aim for a lower carbon future.



Future engineers™

This is purposely engineers, not engineering. People are the most important. They are the drivers of methodologies. Expro people are confident. They can draw out the right answers which attract the right clients.

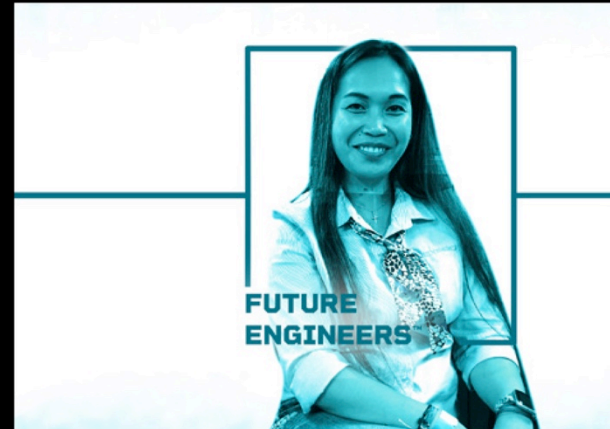
This strategic principle works on two levels.

Firstly, there is the the insinuation that Expro employs tomorrow's professionals.

Secondly, Expro is the expert that is engineering the industry's (and potentially the world's) future.



Filmed on hundreds of iPhones across the world we collated the video recordings and stitched them all together into one corporate film.





OUR VISION

With a well equipped, well motivated workforce, we will continue to be recognised for extraordinary performance, safety and long standing partnerships. Expro will shape, position and strive ahead as a forward thinking brand, confident and clear about what it does and doesn't do. To this end, we shall create a unique customer experience by always being forthcoming, determined and selective.

Our brave and definitive way of working, shall help demonstrate what makes us visible, distinctive and highly relevant in the industry, using our quick thinking and straight talking approach to create value for our customers, employees and investors alike.

Our determined commitment to product portfolio enhancement, increasing sophistication in technology and the application of resources and IP development will ensure that Expro goes beyond merely meeting customer needs, but addressing our impact on the future.

We will focus on developing initiatives to both harness the power of data within our business practices and also increase our awareness and commitment to creating a lower carbon future.

We're confident this approach, bolstered by a discerning focus, will attract business from new markets and enhance existing business in the years ahead. This will also attract and retain talent and we will ensure it is always nurtured to obtain the right answers for our clients.

We will move forward, continuously ensuring everything we do is delivered by a diverse, unified team, whose skills are constantly evolving with the industry. In short, Expro will always put the right people forward to do the right work for the right customers in the right places, ensuring its place in the industry.



OUR MISSION

To know everything
about your subject

People are the most important.
And every Expro person
engineers our future.
We are the drivers of our
methodologies. We are
confident. We can draw out
the right answers which
attract the right customers.



FUTURE ENGINEERS

THE RESULTS

Results across the board have exceeded expectations, with significant increase in organic brand searches and visits to the new story page on the Expro website.

To date the video launching the new story has been viewed over 10,000 times and received significant engagement on social media.



Thank you

Jennifer.prince@fiftring.com