

MCKENNA TOWNSEND

Global Marine Marketing
Communications Credentials

MT:INTEGRAL





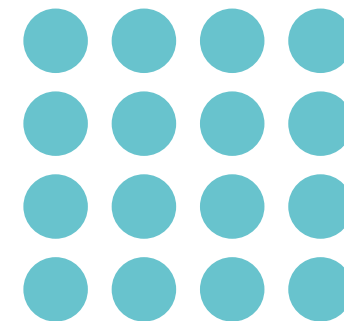
AN INTRODUCTION TO US

McKenna Townsend is a multi-award winning, full service marketing communications agency with a strong public relations heritage. We are relentless in the pursuit of results for our clients.

McKenna Townsend was founded 20 years ago by Matt McKenna and Sarah Townsend. Our core value is being relentless in the pursuit of results for our clients. We are an integrated agency with a wealth of experience in devising strategic and creative PR, media buying, marketing, digital and social media campaigns that build brand awareness and personality, manage and enhance reputations, lead to increased sales and are carefully measured.

We have considerable expertise in both business to consumer (B2C) and business to business marketing (B2B) and we have the ability to deliver on an international, national and regional level.

We generate campaigns effectively and to a tight schedule when required. True measurability is highly important to us and developing a solid ROI is our life-blood.



SERVICES

PR & Media Relations

Our PR and media relations campaigns always achieve winning results. From operating press offices, to issues management, and media training; we are up there with the best and we've got it covered.

Events

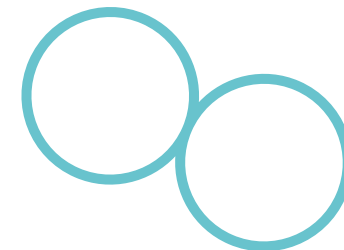
We work with leading brands to deliver seamlessly executed, compelling events. From securing sponsorships, to organising major conventions and fashion shows to gala dinners and high profile product launches; we've done them all.

Marketing

Our marketing team is relentless – especially when it comes to getting the best results for our clients. Our targeted marketing programmes deliver tangible commercial results and sector cut through. Your brand will look its best.



www.mckennatownsend.com



SERVICES

Advertising & Media Planning

Our creative studio team design and place winning, cost-effective advertisements across print, broadcast and digital channels – regionally, nationally and internationally.

Digital and Social Media

We know how to build digital sales and to nurture brands online – efficient and experts in all things web and social media, we'll help you look your best and be your best.

Influencer Marketing

Whether it's working with your existing ambassadors or helping you to identify new influencers, we have the tools and techniques to help you reach and engage with your audiences via genuine and captivating partnerships.

Design & Branding

We deliver cut-through branding and design work that will really make you stand out from the crowd. We manage the entire journey for you, for total peace of mind.



www.mckennatownsend.com

OUR MARINE CLIENTS





OUR SPECIALIST MARINE EXPERTISE

- We have a specialist marine team with extensive experience delivering hundreds of UK, pan-European and global full-service marketing campaigns and events for numerous leading marine brands, including Sunseeker International, AkzoNobel, Williams Performance Tenders, Vetus, Fraser Yachts, Yachtworld.com, boats.com, Iguana Yachts, Nordhavn Europe and Fairline
- Developed successful marketing communications programmes incorporating brand development, message creation, sales driving activity, media buying, social and digital media, stakeholder communication, in-depth PR and media relations and bespoke launch events
- Global media buying and advertising design – the team brings exceptional insight and expertise
- Experienced at managing international boat shows and events, including London, Southampton, Cannes, Miami, METS, Düsseldorf, Fort Lauderdale, Genoa and Palma – the team has supported clients at over 200 boat shows and events
- Experienced at developing strategic brand partnerships for marine clients
- Deep understanding of sector and well-networked within the industry



PR & MEDIA RELATIONS

- We have a strong track record of delivering creative PR programmes that deliver results
- We work with leading consumer brands at a regional, national and international level
- Our team has developed numerous award-winning campaigns
- CIPR Regional Agency of the Year
- Also awarded PRCA Regional Agency of the Year
- PRCA DARE Award for Media, Marketing and Measurement
- Our team has devised and implemented regional, national and international PR programmes for Subway® for 20 years



SPECIALIST MARINE INDUSTRY MEDIA KNOWLEDGE ACROSS EUROPE AND NORTH AMERICA

- McKenna Townsend has developed an impressive media planning and buying service that encompasses markets and marine industry segments across Europe and North America
- We have built and nurtured our long-standing relationships with publishers in order to achieve the best possible budget performance for our clients
- In-depth knowledge of sail, power, superyacht, commercial marine and shipping markets in Europe and North America
- Digital and traditional media specialists
- Buying power in Sterling, Euros and USD
- Creative expertise on hand should you need it
- Full service marketing team to provide PR, event support and account management should you need them
- Budget management
- Results-driven and a proven track record

MEDIA PLANNING, CONSULTANCY AND CREATIVE EXPERTS

Our agency ethos is 'The Relentless Pursuit of Results' and we want to share our expertise with you, to ensure your advertising budget works harder and produces the best possible results for your company.

To that end, we can:

- Audit your current advertising strategy
- Advise on the comparative merits of traditional and 'new' media options, including digital and social
- Offer consultancy on your planning processes
- Suggest 'stand-out' alternative advertising formats
- Produce a detailed media plan, usually annual, based on your target audiences and the most suitable titles/timings for your products/services
- Provide you with background information on over 500 marine media titles throughout Europe and North America, including costs per thousand reach and demographics
- Match your advertising year to your customers' buying seasons and relevant features
- Launch your product or brand into new markets across Europe or North America
- Work closely with your teams
- Work with you to adapt existing creatives or design new campaigns for you
- Leverage editorial opportunities
- Audit your competitors' advertising

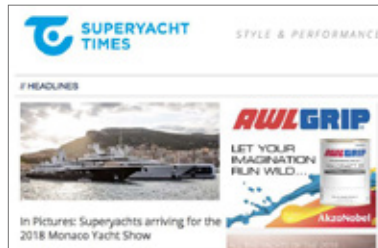
ADVERTISING & MEDIA PLANNING

Logistics - what we will deliver

Once you've chosen to work with us, McKenna Townsend will handle all the logistics for your advertising schedule, covering the following services:

- Supply all mechanical and deadline details for your chosen media
- Deliver your creatives to all media within deadline, whether they are designed by us or supplied by your in-house team/your existing creative agency
- Translate creatives for European languages
- Handle all queries and logistics for all magazine placements
- Process all advertising invoices on your behalf*
- Invoice you on a monthly or quarterly basis for media placed*
- Invoice you in Sterling, Euros, USD or a combination
- Monitor that your advertising has appeared as booked
- Provide you with feedback on where your advertising has appeared in comparison to your competitors
- Offer you proactive advice on any additional opportunities or media publications that meet your target audience

*Subject to the appropriate contracts and credit agreements





MARKETING

We develop focused, targeted marketing programmes that help drive the sales leads and enquiries that you want to see. Our integrated marketing strategies incorporate both online and traditional channels to ensure maximum return on investment. We're experts in design and copywriting, producing everything from creative advertising campaigns to eye-catching newsletters, branding and websites.

We can help you with the following:

- Branding
- Website build and development
- Advertising
- Logo design
- Media buying
- Newsletters and company magazines
- Annual reports
- E-newsletters
- Exhibition stands and materials
- Point-of-purchase displays
- Packaging & promotional items



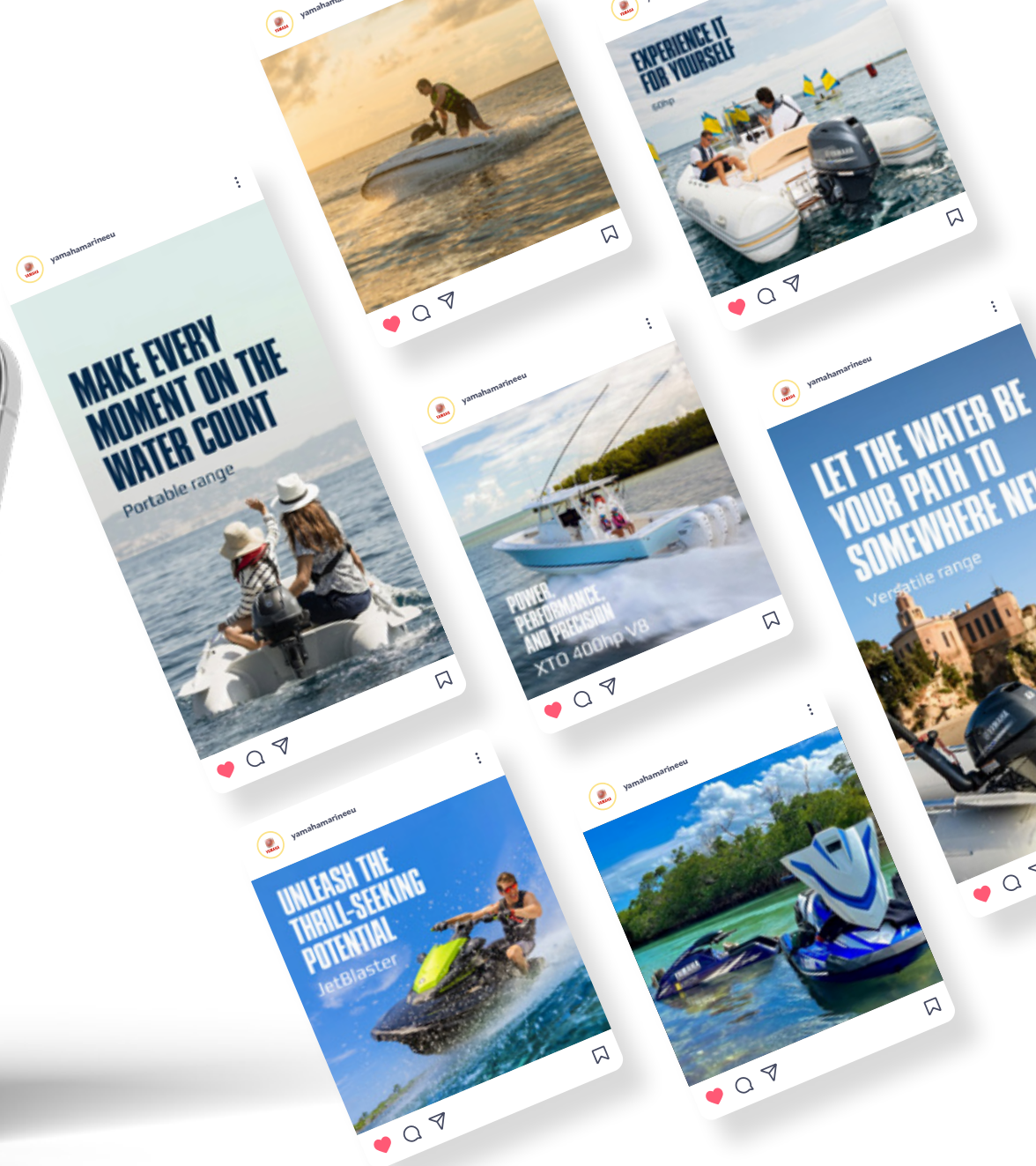
SOCIAL MEDIA

Our specialist social media team delivers successful strategies and programmes on a regional, national, and international level. We manage multi-platform social media accounts for numerous clients, creating engaging content that not only meets, but exceeds agreed KPIs. Our aim is to drive traffic from social media platforms to meet marketing objectives, including generating sales, raising brand awareness and building an engaged audience.

With our finger on the pulse of the latest social media developments, we can ensure your brand stands out from the crowd.

How we would work with you:

- Social media strategy and planning
- Engaging content creation (copy and creative assets)
- Audience profiling and targeting
- Advertising strategy, budgets and activation
- In-depth reporting and analytics
- Competitor tracking and reporting
- Ability to deliver pan-regional, multi-language programmes
- Identifying and engaging with industry influencers
- Daily monitoring and community engagement





INFLUENCER MARKETING

Influencer marketing is now a mainstream form of online marketing and one of the quickest ways to gain exposure to a targeted mass audience. It is key to seek out influencers who are the right fit for your brand, developing a solid influencer marketing strategy is essential.

We are able to offer the following services:

Identification

We can help identify influencers with the most relevant audience for you, who will in turn drive new customers towards your products and services.

Campaign creation

We believe in creating unique content partnerships between brands and influencers, content creators have built many new niche channels geared to every aspect of the marine world including sailing, sportfishing, surfing and generally promoting a positive coastal lifestyle. We can work with you to ensure influencers are perfectly aligned and onboard with campaign objectives. This approach allows potential consumers to see the brand in a much more authentic way.

Reporting & Optimisation

We can track and measure audience and content statistics across all social channels. We also regularly research the latest trends and innovations to ensure that campaigns always stay relevant and go from strength to strength.



EVENTS

Our highly experienced event management team has worked with leading brands to deliver seamlessly executed, compelling events. These include major conventions, conferences, VIP events, high-end receptions and gala dinners, as well as high profile yacht launches and glittering fashion events.

Our event team is committed to delivering excellence and our meticulous attention-to-detail, coupled with our creativity and relentless approach, ensures we deliver events that exceed our clients' expectations from start to finish.

Our event management services include:

- Full project management
- Supplier sourcing and management
- Budget development and control
- Venue and hotel procurement
- Food and beverage organisation
- All logistics – transportation, registration, accommodation, supplier liaison
- On-site staffing
- Risk assessment



EVENTS

In addition to managing events on behalf of our clients, we also heavily support you at your own events with everything from stand set-up and managing your event presence, organising media platforms and securing sponsorship opportunities.

We can also handle all of your materials for events and our creative and design team will work with you to design and deliver the collateral you need as part of our flawless event planning.

Just some of our supporting services include:

- Managing invites and attendance
- Stand/presence management
- Exhibition stands and materials
- Product and press launches
- Securing speaker platform opportunities
- Sponsorship opportunities



CREATIVE GRAPHIC DESIGN AND BRANDING

Our talented design and creative team specialises in cut-through branding and design work that will really make you stand out from the crowd – and deliver the right results for your business.

In traditional media, we can manage the entire design and print process for you, giving you a complete service from brief to delivery. From new brochures and catalogues to annual reports, newsletters, promotional flyers to eye-catching event collateral – we can cover it all.

Here's just a brief selection of the graphic and digital design work we undertake:

- Website design and build
- Catalogues, reports, newsletters and sales literature
- Branding and logo design
- Social media assets
- Video content and editing
- Animations
- Corporate literature and stationery
- Exhibition stands and event materials
- Point-of-purchase displays



Cannes Yachting Festival 2019

Tuesday 10th September | 3PM | Stand Jettée 101

Following its highly anticipated launch earlier this year, the Sunseeker team wishes to invite you to its Mediterranean Premiere of the Hawk 38 at this year's Cannes Yachting Festival.

As well as seeing the new Hawk 38 at the show, Sunseeker's CEO, Andrea Frabetti, will provide a detailed business briefing and news of several exciting new product developments.

Traditional afternoon tea and Pimm's will be served upon arrival.

We look forward to seeing you.



RSVP | McKenna Townsend | +44 (0)1425 672330 | sunseeker@mckennatownsend.com



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iguana X-100

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LET YOUR IMAGINATION RUN WILD...

The world's finest yachts require the most distinctive and long-lasting finish. For that reason Awlgrip developed a revolutionary new topcoat as part of a tailor-made high-gloss paint system. The result is a fast-drying and easy to apply topcoat that comes in a limitless color palette of solids, metallics and luxuriant effects only bound by your imagination.



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International



Las grandes obras de arte han resistido el paso del tiempo y la gama de colores de alto rendimiento de Toplace ha sido admirada en los barcos durante años.

Con un color brillante que se mantiene con el tiempo, Toplace es su solución de confianza cuando se quiere lograr un acabado de alta calidad pintado por usted mismo.

Tanto si eres nuevo como si eres experto en mantenimiento de embarcaciones, la textura sedosa y fácil de aplicar del producto, le garantizará un resultado extraordinario. Por lo tanto, únase a los muchos propietarios de embarcaciones que eligieron Toplace y cree su propia obra maestra con confianza.

Toplace. Cree su obra maestra.

Lláme a nuestros especialistas: 902 403 406 o visite: international-yachtpaint.com

facebook.com/InternationalYachtPaint

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CONTINUOUS REVIEW & IMPROVEMENT

We continuously monitor and tune activities.

Our measurement is based on criteria such as:

- Meeting the objectives
- Key message delivery
- Opportunity to see and hear
- Social media – increased following, traffic and interaction
- Number of articles generated
- Number of sales leads generated
- Brand awareness



STAKEHOLDER RELATIONS EXPERIENCE

- Extensive experience delivering stakeholder relations campaigns for both private and public sector clients
- We understand how to work with complex organisations in order to deliver highly successful engagement programmes
- Experience with diverse campaigns ranging from development planning to the largest public information campaign since decimalisation – the digital switchover
- Our activities have included public awareness campaigns, stakeholder engagement, thought leadership, internal communications and crisis and issues management
- Experts in internal communications – keeping employee stakeholders informed
- Successful coverage in local, regional, national/consumer and trade media



CRISIS AND ISSUES MANAGEMENT

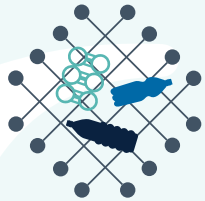
- We offer 24/7, 365 days crisis and issues support – no matter what
- We are clear strategic thinkers
- From protest/pressure groups, to product recalls, injuries and threats, we cover them all
- We are experienced at preparing and executing crisis & issues management plans across a wide range of sectors – local, national and international – to minimise issue and crisis development
- We support with public complaints, comments and all communications
- Our expertise involves building strong relationships with media
- We develop bespoke crisis communications tools and programmes
- We are a trusted partner and a safe pair of hands during times of crisis



The Marine Social Responsibility Consultancy

The sustainability division of McKenna Townsend

- Our sister agency focused on CSR programmes that positively impact the health of our seas and oceans
- MSRC is all about helping brands, companies and organisations connect with the issue of the planet's marine health by consulting and developing bespoke, intelligently-crafted marine social responsibility marketing communications programmes
- Our goal is to connect businesses with the health of our oceans and seas in a meaningful way. We will work closely with you to consult, advise, research and then develop and help implement your marine social responsibility programmes.
- We can help you connect with a wide range of marine social responsibility initiatives programmes including:



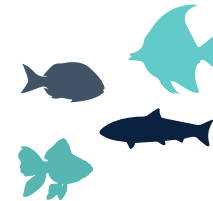
Marine clean-up projects



Single-use plastics initiatives



Protection initiatives



Marine reserves



Education



Outreach



Research



Bespoke campaigns

WHAT OUR CLIENTS SAY ABOUT US

"As a Publisher, it is extremely important to work with dynamic, energetic, competent agencies. Working with McKenna Townsend has been just that. It's always a pleasure to have direct, flowing conversations with key managers and this team has provided that – a great agency to work with."

Natasha Lloyd

Bonnier Group

"It is a pleasure to work with such professional and dedicated partners. We are very grateful to McKenna Townsend for turning our initial thoughts into a creative advertising campaign within our budget."

Stephen Baker

General Manager, Vetus Ltd

"The team at McKenna Townsend has worked closely with us to develop and deliver our PR programme for a number of years now. They work as an invaluable extension of our team and have an in-depth understanding of our company. As well as having an excellent understanding of our industry, they bring added-value as our partner agency with their knowledge of business outside of the sector."

Mathew Hornsby

Joint MD, Williams Performance Tenders

"I've worked with McKenna Townsend over the last few years and can definitely say it's been a great experience. We have worked together on several markets and they have really helped develop an advertising plan that is focussed, structured and beneficial for our brands. I enjoy working with them."

Monique de Koning

Marketing Communications Specialist at AkzoNobel/International Paints

"Rarely do you come across agencies that tick so many boxes. The entire team at McKenna Townsend are highly professional and possess a sixth sense when it comes to anticipating your needs. But I shouldn't be telling you this as they'll just become more popular!"

Bryan Jones

Marketing Manager at Sunseeker International

"I have worked with the team at McKenna Townsend for close to three years now, and I continue to be impressed with their knowledge, creative thinking and vision moving forward. They offer an exemplary service and are extremely quick to react to requests. They continue to produce successful social campaigns across multiple languages, delivering results which have improved every year. We look forward to continuing to work with them moving forward."

Stephen Farrell

Senior Digital Communications Specialist, AkzoNobel

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