

Delivering the Goods

our work within
the logistics sector



Communications.
Public Policy.
Digital & Marketing.



VISION

to make a difference in a disrupted and connected world



MISSION

fully realise the ambitions of our clients and colleagues



CLIENT CHARTER

- we will put our clients at the heart of everything we do and always be open and honest;
- we will ensure we deliver our clients exceptional value for our clients and commit to spend their budgets as if they were our own
- we will always focus our efforts on delivering clients meaningful and measurable outcomes for our clients
- we will always ensure that our clients' business objectives are paramount in everything we do



OUR COMPANY

provides an integrated communications and engagement service to support:

40 talented people with the skills and knowledge to make a difference

COMMUNITY RELATIONS



BRISTOL

BUSINESS RELATIONS



WESTMINSTER

POLITICAL RELATIONS



MANCHESTER

CONSUMER RELATIONS



WARWICK

CARDIFF



PR - A driving force for the logistics industry

JBP has an extensive track record of working in the logistics industry, working with express delivery services, third party providers and IT businesses

Through our PR expertise we have helped logistics organisations:

- Raise brand credibility and reputation to support new business development
- Manage their reputations during challenging periods
- Reposition businesses and how they are perceived
- Develop a strong positive media profile
- Undertake business exits
- Get close to their communities
- Engage internal teams in their organisations

Our logistics sector track record



The services we offer

JBP is a full service communications consultancy, offering:



Public Relations



Stakeholder Engagement



Public Affairs



Reputation Management



Strategic Planning



Creative Communications

Our Approach

discover, define, deliver

We're focused on you and your ambitions. That's why we want to get under the skin of your organisation from the outset.

It's all part of our 'business class' approach, providing business-led advice and programmes to support your goals. It involves a three staged process as below.

discover

- » Your business strategy
- » What you want to achieve
- » Those you wish to influence
- » Key communications channels to reach target audiences
- » Current perception of the organisation
- » Current external communications effectiveness
- » What differentiates you

1

define

- » What success looks like
- » Key messages to communicate
- » Positioning and differentiation in the marketplace
- » Key stakeholders
- » Strategic pillars and tactical activations

2

deliver

- » Stand out, high impact communications programme rolled out
- » Integration with other marketing and communications activities
- » Robust processes and account management in place
- » Monitoring and measuring the PR performance

3

The Way We Do Business

At JBP we believe the way we act and how we go about things is key to a mutually-beneficial relationship. That's why when you buy our services you can expect the following from us.

there is always a way

we aren't satisfied until we've over achieved for our clients and will adapt to make sure we do.

we keep learning

whether it be from each other, experts on the outside or our clients, we constantly develop ourselves and our clients benefit from the skills and knowledge that we offer

opportunity is everywhere

we're on it all the time, keeping up with the media agenda, policy changes and industry issues, developments and trends to create PR openings at every opportunity.

no such thing as a bad idea

the best ideas come from the most unlikely sources and our inclusive approach to ideas generation helps us create campaigns that stand out and have impact.

love disruption

we innovate and activate ideas that can set our clients apart and support their ambitions.

we care

we get behind great causes, minimise our impact on the planet and support the wellbeing of our team.

anything is possible

nothing is too much and we work to make the impossible, possible.

we find it's good to talk

we always communicate and make sure clients get updates on everything we do, including the great outcomes we generate

our clients are our business

we don't just do communications, we invest your money as if it's our own so we are always looking for best return

hold our hands up

we're always accountable, even when things might not have gone to plan and we're the first to have a plan to put things right.

Our Work In Action

Palletways

Managing a pan-european PR programme for Europe's largest pallet network

Palletways is the largest pallet network provider in Europe, specialising in the express distribution of small consignments of palletised freight. JBP has worked for the business for 20 years in which time it has grown turnover from £20m to £250m and has since been acquired by the international Imperial Group. The business is run as a franchise operation, with local transport companies providing the network services, collecting and delivering goods via a hub and spoke model.

JBP's team, which includes both logistics and PR experts, is structured in such a way that it aligns to Palletways regional structure of support to its 110 strong franchise network across the UK. The franchisees are a critical stakeholder of the company as they are key to the successful running of the

pallet network. JBP provides dedicated staff for each region enabling positive and productive relationships to be established with the franchisees and Palletways' regional development managers. This approach also creates a friendly competitive spirit in terms of which region can achieve best PR outcomes, thereby driving KPIs. JBP also coordinates all Palletways' pan European communications working closely with marketing leads in each of the territories the company serves.

Our remit is clear which is to build brand awareness of Palletways as the number one pallet network in Europe. We measure this through a media dashboard system, which we have co-created with the client, and which measures month-by-month quantitative (amount of media coverage and social media engagement) and qualitative

outcomes (a unique media scorecard taking into account key messages that have been carried in the media report, the amount of coverage and the quality of the media outlet). It also analyses media performance against the company's main competitors and Palletways has come out top in every year since it was introduced.

We work with a range of media on behalf of Palletways including transport correspondents on the national media, logistics media, vertical media covering their key target markets – from garden hardware to food and drink; and regional media to create PR opportunities for local franchisees.

JBP also provide a 24/7 reputation management service for Palletways in the event of any incidents occurring.



Our Work In Action

CHEP

Shifting the perception of the global supply chain provider and establishing its reputation amongst a broader stakeholder base

International logistics business CHEP is on a mission to change the perception of the company in the FMCG sector which it specialises in serving. It has been traditionally known as the business that provides and moves pallets around. However, the company has diversified in recent years and has used its scale and expertise to position itself as a leading supply chain management consultancy and technology solutions provider. In doing so it wishes to engage with a wider range of stakeholders beyond those directly responsible for the supply chain.

JBP has structured the team around the client's key strategic pillars, which support the

company's core business objectives, with team members dedicated to each. These cover: promoting the significant breadth of supply chain expertise; promoting the company's pioneering circular logistics model; raising awareness of the opportunities arising from supply chain collaborations; leveraging the sheer scale of CHEP's international operations; and showcasing its digital entrepreneurship across the supply chain to respond to the fast changing consumer landscape.

Tactically to support these strategic focuses, JBP has extended its media reach to publications read by marketeers,

IT Directors, chief executives, financial directors and sustainability directors. We have also created a series of high-level thought leadership guides, which are targeted at these broader audiences and which are available online. Content from the guides has also been repurposed for mainstream and social media to maximise the value and stakeholder reach of the content.

The company is now regularly covered in key target media covering the FMCG, logistics, wider business/professional media and regional media where CHEP and its customers are located.



Looking after your international PR needs

As a member of the international PR network, Worldcom, JBP can support your global communications requirements coordinating campaigns centrally and drawing on the local knowledge of its Worldcom partners across the world.

