FINALIST 2013

B2B AWARDS

Category number:	**20**
Category name:	**Best B2B brand initiative**
Programme/initiative name:	**‘Knowledge at your service’**
Agency:	**Marten Gibbon Associates Ltd. (MGA)**
Brand or client:	**Heli-One**

[Word count: 991]

Summary page

After years primarily servicing its large helicopter transport parent CHC, Heli-One needed to introduce itself to the wider market to grow its business. Heli-One was already one of the world's largest providers of helicopter maintenance – they were the industry's "best-kept secret".

Establishing an identity independent from CHC was key. MGA developed a brand positioning for Heli-One, "Knowledge at your service", designed to appeal to new customers and differentiate Heli-One from less insight-driven competitors. It captured Heli-One's unique breadth and depth of knowledge, plus its attention to customer needs.

Activity to embed "Knowledge at your service" within the company and activate it on core platforms was followed by an integrated campaign to bring the brand promise alive.

The "Knowledge at your service" activity over 16 months from November 2011 has delivered tangible results to Heli-One's bottom line. It has helped Heli-One to secure more long-term contracts delivering broader services to a diversity of customers.

This brand initiative is an example of capturing the critical essence of a B2B company and then showcasing the brand to drive customer demand.

[199 words]

Main submission

About the client company

Heli-One is the world's largest independent provider of helicopter maintenance, repair and overhaul (MRO) services. Heli-One is a division of CHC Helicopter, a major provider of air transportation and search-and-rescue services.

Heli-One is headquartered in Canada, and has MRO operations across North America and Europe. Their independent status allows them to compete with the prices from OEMs.

Strategy – broader business issues the company is facing

As a division of CHC, who operates more helicopters than any other company in the world, Heli-One benefits from having an operator's intimate knowledge of helicopter performance. Other MRO outfits may understand components and systems, but will have no 'feel' for how to optimise capability for a given task or environment. Leveraging this unique perspective and promising *insight* as well as world-class service is a compelling message to the market.

For years CHC's aircraft accounted for almost all of Heli-One's business processed through its workshops. Heli-One wanted to bring in more business from third parties – and not just one-off projects as had been the trend so far. Financial security for Heli-One would come from securing long-term contracts and delivering broader capabilities to a variety of customers.

MGA ascertained that market awareness of Heli-One was low and mainly resided in its status as a part of CHC – and there was little understanding of Heli-One's breadth of capabilities. The company is more than just "a bunch of wrench-turners" as one focus group respondent described; Heli-One's value to customers is through its knowledge-based services.

MGA recognised that Heli-One needed to amplify its company profile and educate target audiences about their range of services. We proposed re-launching the Heli-One brand with a clear positioning to help define its individuality from CHC. Then we would articulate the brand through hard-working communications strategies which showcased diversity of capabilities.

Objectives of the campaign

Our objective was to promote Heli-One's world-beating brand of knowledge and breadth of ability – and through this:

- Drive business revenue
- Drive uptake of broader Heli-One services

The target audience

Global: large and small operators across different industries such as search-and-rescue, offshore, police and the military. Helicopters in each of these sectors are used, customised and maintained differently. All operators prioritise safety standards.

Heli-One has 700 employees around the world, and uniting these within a company strategy and purpose was important.

Our campaign also needed to help the Heli-One Sales team. Business development had predominantly been restricted to individual customer relationships, with no wider communications support.

Heli-One
Knowledge at your service

^ The existing company logo was updated to incorporate the new brand positioning line.





^ The new brand identity was captured in a new look and feel. The existing blue and silver brand colours were retained as a brand property.

Media, channels or techniques used

Brand activity (2011-2012):

- ***Brand positioning:*** internal workshops fed into a process to develop "Knowledge at your service" strapline
- ***Brand implementation:*** "Knowledge at your service" applied to all materials. Creation of Brand Guidelines document.
- ***Website:*** limited, basic website totally replaced with a new site showcasing breadth of capabilities.
- ***Sales collateral:*** vehicles for "Knowledge at your service" and critical information on breadth of capabilities. Corporate brochure, corporate video, 'elevator pitch' leaflet, display items, suite of customer case study datasheets, presentation material.
- ***Internal communications:*** canteen posters in all offices, z-card leaflets containing message from the President for every employee. Stories in CHC group internal newsletter.

Comms activation (2012-2013):

- ***Trade advertising:*** to intensify the "Knowledge at your service" brand positioning, raise awareness within a broad audience, reassure sector-specific customers of Heli-One's experience in their markets:
    - Advertising campaign was developed containing multiple executions. Each focused on an existing Heli-One customer, celebrating their operations, with the pay-off that the customer felt "safe in the knowledge" that Heli-One supported their helicopters.
    - The ads were cycled within international helicopter industry magazines and trade show programmes.
- ***Trade shows:*** critical for founding relationships with prospects.
    - "Safe in the knowledge" implemented on Heli-One's exhibition stands, showing all featured customers together and using a floor layout which invited exploration, triggering conversations with attendant Sales reps.
    - A featured customer brought their helicopter to Heli-Expo 2013. Promotional activity to drive foot traffic and awareness.
    - All "Safe in the knowledge" ads collected into a customer giveaway gift; a branded pack of postcards showing the spectacular photos used in the campaign.



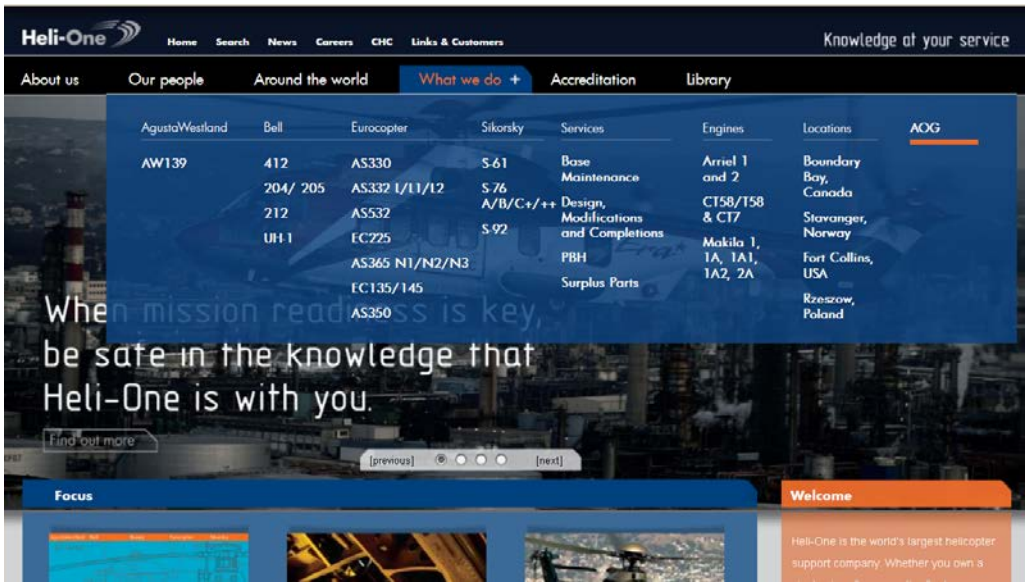
< “Knowledge at your service” was rolled out across all materials across multiple touchpoints.





<It was important to explain the brand strategy internally. Canteen posters at sites across the world were supported with a take-home-and-keep pocket-size leaflet and communications in the Group newsletter.





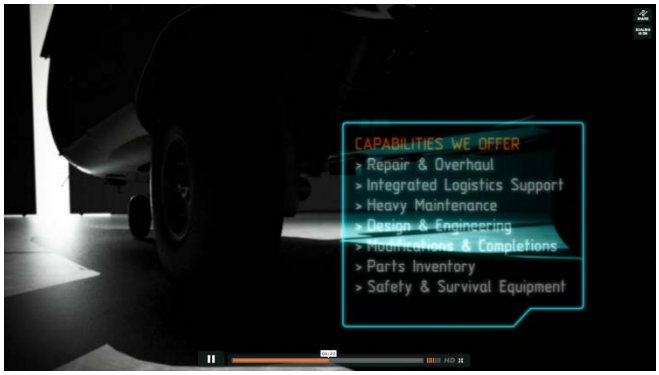
<The website www.heli-one.ca was a key platform. Categorising Heli-One’s extremely complex services offering, tools like a mega-menu navigation showcased breadth while allowing direct access to detailed content.



<Corporate brochures, leaflets and presentations were created to support the Sales team.









^ A corporate video was developed for use at meetings and exhibitions, and to display on the website.





< A suite of 2-page customer case studies were developed for key market sectors, detailing Heli-One's specialist service delivery in these sectors. These were printed for the Sales team and are also available to download from the website.

The new branding was applied to exhibition > and display materials



Timescales of the campaign

November 2011-February 2012:

- Brand research workshops, positioning development and creation of Brand Guidelines
- Website planning and build
- Creation of corporate brochure and other core materials

February 2012:

- Website launch
- Internal communications materials distributed
- Heli-Expo trade show introduced “Knowledge at your service”, including promotional video on the stand

March 2012-October 2012:

- Comms activation planning
- Development of customer case studies
- “Safe in the knowledge” campaign development

January-March 2013

- “Safe in the knowledge” campaign live

March 2013

- Heli-Expo 2013: “Safe in the knowledge” exhibition stand, materials and customer aircraft

Budgets

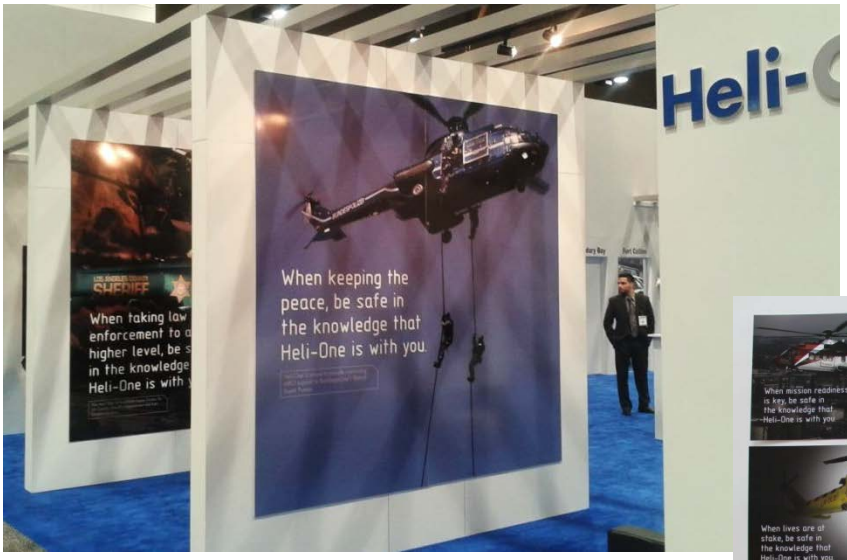
These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.





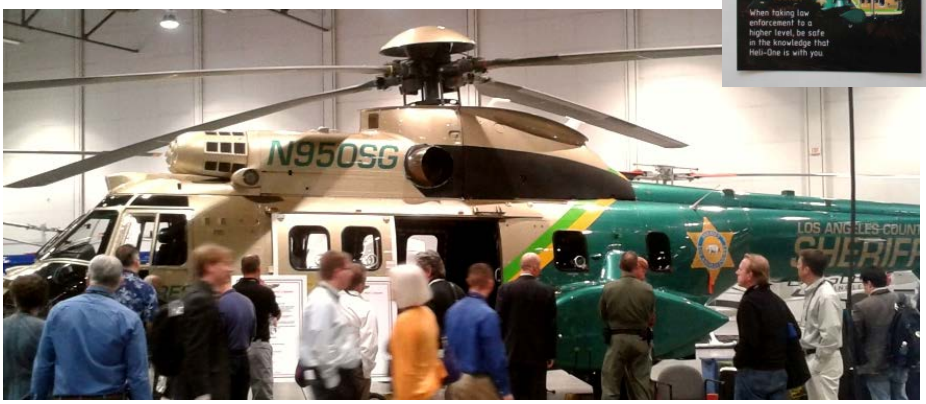


^The “Safe in the knowledge” campaign demonstrated Heli-One’s expertise in specific market sectors. 5 different executions were run in trade magazines. We sought permission from customers to show photos of their teams in action, celebrating their operational skill. The core executions were also featured on the Heli-One home page.



< For the biggest annual helicopter trade event, “Safe in the knowledge” was applied to Heli-One’s exhibition stand. The 8 panels of different customers triggered conversations with the Sales team. A postcard pack of all 8 featured customers was given to visitors to the stand.





< One of the customers featured in the campaign attended Heli-Expo 2013. Promotional activity drove visitors to the helicopter and Heli-One.

Results

The brand campaign and comms activation delivered tangible results against Heli-One's business objectives:

- Current future order book has increased "as a result of securing more long-term contracts for broader services."*
- Demand for Heli-One's services has almost doubled.
- "The campaign and re-positioning has opened up many opportunities for knowledge-based services, and continues to help Heli-One differentiate ourselves from our competition."*
- Company alignment: "It has helped us get our employees behind one vision, one strategy."*

(**Direct quotations from Larry Alexandre, President, Heli-One*)

Client testimonial

"The redesign of the website, promotion of "*Knowledge at your service"* strategy, and the "*Safe in the Knowledge"* campaign are real winners. The integration of it all has allowed us to tie our strategic plan and vision to the type of solutions our market/customers are seeking first and foremost: solutions that enable greater safety, continued mission readiness, and optimized total cost of ownership."
Larry Alexandre, President, Heli-One

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Supporting material supplied

Presentation Board 1

- “Knowledge at your service” branding
- Internal communications
- Corporate literature
- Website
- Brand Guidelines development

Presentation Board 2

- Brand advertising campaign “Safe in the knowledge”
- Sales material: ‘Mods Catalogue’ cover
- Sales material: customer case study datasheets examples

--Submission ends—