fifthring



Agency:	Brand:	Campaign Name:	Category number:	Category Name:	Word count:
Fifth Ring	N/A	N/A	26	B2B PR agency of the year	998

fifthring

Summary

OUR MISSION IS TO INCREASE THE VALUE OF OUR CLIENTS' BUSINESSES BY MAKING THINKING VISIBLE.

Fifth Ring is the world's leading B2B, integrated marketing communications agency in the energy sector. Being 23 years old with 65 people worldwide, our success in this arena can be largely attributed to our commitment to immersing ourselves in our clients' businesses. We understand them as well as we do our own – not just knowing enough to write a convincing press release, but true, deep knowledge of the field. This means our teams can consistently deliver imaginative, award-winning and effective campaigns for clients that have tangible effects on their company's value.

We are the only Scottish integrated agency to successfully expand overseas, growing from a two-man operation founded over a kitchen table, to a business serving the global energy market, employing more than 60 people across Europe, North America, Middle East and Asia Pacific.

Our clients include a who's who of the global energy market – from majors such as BP and Total to oil services giants like Technip and Petrofac, plus a host of regional supply-chain businesses including Expro, Peterson and Tendeka.

During the qualifying period, we've successfully co-ordinated numerous international PR campaigns, run effective social media campaigns in an industry that is renowned for its conservatism, provided PR and communications support for numerous clients at industry events worldwide, won business from some of the world's largest energy companies, and won many industry awards. Not bad for a year's work.

Contribution to clients' business

Everything we do for clients starts with strategy at the core. By taking this position we ensure there is an alignment with communications and the client's wider business strategy and goals. For us, this is the key to providing our clients with a valuable service that contributes to their overall business goals.

Typically Fifth Ring is employed to add value in a number of ways:

- Raising organisations' profiles to prepare them for sale/IPO
- Commercial results – increased lead generation and sales
- Repositioning a brand (and uniting the internal team)

Strategic contribution

- Provision of strategic clarity
- Identification of a unique position in their marketplace
- A strong brand story
- Sound vision, mission and values
- Overall brand strategy and delivery

Tactical contribution

- PR and media relations services
- Crisis communications and emergency response
- Internal communications
- Extension of clients' communications teams
- Visual and verbal expression of the brand through creative, advertising and digital
- Marcomms and campaign planning
- Delivery of channel and content

Client:

Expro (client since 2007).

Project:

40th birthday celebration to raise the visibility and awareness of the organisation to key audiences on a global exhibition platform.

Relationships managed:

Close working-relationship with the Expro communications team, IT team and external suppliers.

Objectives reached:

- Enhance media visibility
- Engage with customers
- Re-state the brand across full range of stakeholders
- Emphasise history and vision



We have gained some great coverage and profile raising through a range of press releases, features, adverts, blogs, social media, as well as a range of relationships I look forward to developing with trade publications... I am also pleased with the results of our PR campaign, combined with the social media and blog.
I personally believe this was missing in the past.

– Kay Marshall, Group Marketing and Communications Manager, Expro

John Clark Motor Group

Client:

John Clark Motor Group (new client acquired in 2013).

Project:

To manage the media and client communication surrounding the sensitive nature of the acquisition of 4 new sites within their existing territories.

Relationships managed:

Worked with the management team, HR team and the company's professional service partners to ensure a smooth acquisition.

Objectives reached:

- Achieve local and national (Scottish) news coverage as well as securing articles in relevant trade publications
- Timely communication with suppliers/alliance/industry bodies
- Timely communication with existing and acquired JCMG customers

John Clark Motor Group

John Clark Motor Group selected Fifth Ring to plan and deliver the communications strategy for the acquisition of four dealerships in 2013. Confidentiality until the embargo date was of utmost importance and we trusted the Fifth Ring team with extremely sensitive information, which they managed accordingly within their company. To all intense purposes they were part of the JCMG acquisition team for 3 months.

They quickly got to grips with the tone of voice in which we wanted to communicate and there was a consistency across every communication which was of paramount importance. In blatant terms they delivered an excellent communications plan which was delivered on time. However the biggest asset of working with this team was their honest approach, their composed demeanour (even at this most pressurised times), their knowledge and the fact that while we were all working very hard, a little tired and very pressurised, they certainly helped to make it fun.

– Clare Clark, Group CRM Manager, John Clark Motor Group

Client:

ALS Group (client since 2010).

Project:

To create value for the group's 9 global brands.

Relationships managed:

Close working relationship with the communications team and facilitating the development of their direct relationship with the media.

Objectives reached:

- Coverage in oil and gas trade publications
- Familiarisation of journalists with the ALS brands
- Regular interviews and profile opportunities
- Overall industry awareness



Fifth Ring assisted us in pinpointing the key oil and gas publications to target and in developing press releases and articles that would appeal to these publications. Through utilising the strong relationships that Fifth Ring had with journalists, our brands benefitted from high profile press stories and interviews that enabled them to grow their businesses and appeal to a wider range of customers.

– Pascal Bartette, ASL Oil & Gas, Managing Director

Clients


STORK
TECHNICAL SERVICES

oilcareers.com

TATA STEEL

perigon

sparrows

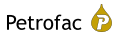
Seal-Tite,
International

Tensar.

CNR International

ALS
Oil & Gas

Technip


Petrofac

Stena Drilling

norse

ICoTA

GENESIS

ALMANSOORI

Applus RTD

interwell

ASCEND

HB Rentals

peak

BALMORAL

GLOBAL
MARITIME

Aberdeen
Harbour

aggreko

TOTAL

Reflex Marine

Atlas

ACE Winches

Raytheon

SPE
International

VIKING
SeaTech

bp

TENDEKA

SIMMONS & COMPANY
INTERNATIONAL

EXPRO

Weatherford

AXIS
WELL TECHNOLOGY

INDAPPS

OPT
OCEAN POWER TECHNOLOGIES

SUBSEA SOLUTIONS

TAQA

Petrotechnics

Laggan–Tormore

OptaSense

nexen

PETERSON

إسناد
ESNAAD

adil

FORUM
ENERGY TECHNOLOGIES

proserv

TAM INTERNATIONAL

East Harris County
MANUFACTURERS ASSOCIATION

Rapid Solutions

CheckPoint

Financial performance and stability (confidential)

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

In 2013, Fifth Ring launched a 2020 Vision – a seven-year strategic plan that outlined growth in at least three new international territories, a 100% increase in people and a turnover target of £25million.

Since then, discussions surrounding a partnership/alliance with an agency in Brazil are in their final stages.

The management team is also working on a franchise-able business model to aid strategic growth in locations where it isn't feasible for Fifth Ring to operate independently, for example, East and West Africa. Within the business, much work and investment has gone into to developing operational systems that will ensure consistency and excellence in service delivery across regional offices, alliances and partnerships.

Our growth plan doesn't come without its challenges. We've had to simplify our offer in Dubai as it is still an immature B2B communications marketplace, yet is a significant strategic location for the company to have a presence. In Singapore we've also identified the need to grow its regional network of suppliers and consultants to overcome the complex cultural and language barriers across the APAC region. These moves are allowing us to stabilise and grow our business in regions that are more challenging, providing lessons learnt for new growth opportunities.

Group financials (confidential)

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

Staff and commercial community engagement

Developing its people is core to the organisation's values as it recognises that in order to grow, it needs its people to grow with it.

In 2013 Fifth Ring launched its global learning and development programme, and appointed a new role – head of people and development. A sign of dedicated commitment to structured learning and to the development and progression of our people.

We engage employees through a global internal communications programme. News updates are supplied in bite-sized monthly videos (delivered as 'Frank-e'), created and captured by the young people across the organisation. They also produce Frank-e's big brother Frank – a twice-yearly printed publication that includes more in-depth inspirational and motivational editorial as well as news and views.



http://frank.fifthring.com/frank-e/

At Fifth Ring we place great importance on immersion, both within the marketing communications space and our core client industry of energy. We connect with local and global organisations/events in our field, both from top level marketing to individual discipline detail. Some of the events we've sponsored and been involved in include:

GLOBAL SERVICE JAM ABERDEEN | 2014

CODE RETREAT

BMA

BBN BUSINESS TO BUSINESS NETWORK

NORTHERN LIGHTS 2013
Scotland's Tech Conference

SPE International

PRSA

2014 THE MEAT COTS OF CREATIVITY

Editor's Eye

Key initiatives and achievements

Two of Fifth Ring's main initiatives of 2013-14 are firmly centred in the digital space. We have evolved our emergency response offering.

Through the deployment of tools such as Cisionpoint and Radion 6, we have been able to embellish our ER service provision to include greater reach across global publications, social media and any digital platform. We've also expanded our analysis of social media to provide real-time reporting from across the world, during a crisis, emergency or issue.

The second development in the digital space is our investment in becoming a partner of Oracle (Eloqua) so that we can delivery marketing automation services for our clients (and ourselves). Whilst many organisations in the B2B space are sophisticated and ready for marketing automation, the energy industry has a traditional 'black book of contacts' mentality and a wariness of new technology. We have tackled this with a series of educational breakfasts for clients and internal events for employees to provide knowledge, examples, case studies and open discussions around the technology, for example, how the technology can be used for internal communications. As a result we are currently implementing the platform with a large client in Houston, and hope to do the same with at least two clients in the UK before the end of 2014.

CISION
Power your story.

eloqua

ORACLE

radian6

2013 awards

Awarding Body	Award	Client	Description
Hermes Creative Awards	Platinum – Integrated marketing / event marketing	OilCareers.com	For the Human Traffic campaign at OTC
Hermes Creative Awards	Gold – Pro Bono	Maggies	For FR Aberdeen's pro bono work for the Monty's Maggies Appeal
Hermes Creative Awards	Honorable Mention – Integrated Marketing Campaign	CSL	For an integrated campaign that FR Aberdeen worked on for CSL
Hermes Creative Awards	Honorable Mention – Internal Communications Campaign	Shetland Gas Plant	For our 'You're powering the future' internal comms campaign
Hermes Creative Awards	Platinum – Integrated Marketing / Company Branding	Swire Oilfield Services	For FR Aberdeen/Houston work with Swire on new company branding
Hermes Creative Awards	Gold – PR Campaign	Tensar International	For FR Houston's media relations work done for Tensar in 2012
Hermes Creative Awards	Honorable Mention – Pro Bono	YMCA	FR Houston's pro bono work
Global Ace Awards	Runner Up Trophy – Employee Brand Engagement	Shetland Gas Plant	For our 'You're powering the future' internal comms campaign
Global Ace Awards	First Place – Out of Home Single Ad	Empower	Building wrap created by FR Dubai
Business Marketing Association (BMA) B2 Award	Award of Excellence – Face-to-Face Marketing	OilCareers.com	For the Human Traffic campaign at OTC 2012
Great Places to Work Scotland	8th in Small Business Category	Fifth Ring	Aberdeen office
Houston Business Journal	Healthiest Place to Work	Fifth Ring	Houston office
Marketing Society Star Scotland	Silver – Charity Campaign	Maggies	For FR Aberdeen's pro bono work for the Monty's Maggies Appeal
American Business Association	Bronze – PR Agency of the Year	Fifth Ring	Houston office
PRSA Houston Excalibur Awards	External Communications Campaign – Silver	OilCareers.com	For the Human Traffic campaign at OTC 2012
PRSA Houston Excalibur Awards	Integrated Marketing Campaign – Bronze	OilCareers.com	For the Human Traffic campaign at OTC 2012
PRSA Houston Excalibur Awards	Experiential Marketing – Bronze	OilCareers.com	For the Human Traffic campaign at OTC 2012
PRSA Houston Excalibur Awards	Trade Show – Bronze	OilCareers.com	For the Human Traffic campaign at OTC 2012

Awarding Body	Award	Client	Description
PRSA Houston Excalibur Awards	Article – Bronze	Tensar International	For FR Houston's article placement in CE News for Tensar International
PRSA Houston Excalibur Awards	Feature Story – Bronze	Tensar International	For FR Houston's article placement in CE News for Tensar International
PRSA Houston Excalibur Awards	For Profit PR Program – Bronze	Tensar International	For FR Houston's media relations work done for Tensar in 2012
PRSA Houston Excalibur Awards	Operational Educational Piece – Bronze	Raytheon Professional Services	For FR Houston's placement of op-ed piece in World Oil
Ragan's PR Daily Awards	Operational Educational Piece – Honourable Mention	Raytheon World Oil	For FR Houston's placement of op-ed piece in World Oil
Marcom Awards	Magazine/Corporate – Platinum	Fifth Ring	FIVE Magazine
Marcom Awards	Communication/PR/Special Event – Platinum	Expro	Expro's 40th Birthday
Marcom Awards	Promotion/Marketing Material – Gold	YMCA	YMCA: We Are Why
Marcom Awards	Magazine Placement – Honourable Mention	Tensar	CE News March 2013 Cover
PR News' Agency A-List Awards	Honourable Mention – Publicity	Tensar	For FR Houston's media relations work done for Tensar in 2012
BMA Houston Lantern Awards	Tensar International: Total PR Program – First Place	Tensar	Houston Office
BMA Houston Lantern Awards	Tensar International: Award of Excellence – Honourable Mention	Tensar	Houston Office
BMA Houston Lantern Awards	Agency Rookie of the Year – Fifth Ring Inc	Fifth Ring Inc – Houston office	The Agency Rookie trophy is given to the best Agency of all first time BMA Lantern award entrants.
IABC Bronze Quill Awards	Bronze Quill	YMCA	Community Relations
American Business Awards / Stevies	Bronze	Houston office	PR Agency of the Year
HBJ Who's Who In Energy	Top 100	Houston office	Ed Davis

2014 awards

Awarding Body	Award	Client	Description
Mercury Awards	Honors - Feature Article Writing Cover Story	Tensar International	For Houston's article placement in CE News
Global Ace Awards	Video - 2nd place	Interwell	For the OE campaign
Global Ace Awards	Logo Design - 3rd place	Perigon Solutions	New logo
Global Ace Awards	Event / Integrated Marketing Campaign - 3rd place	Seal Tite	For the OE ice cream stunt
Global Ace Awards	Taglines - 1st Place	Global Maritime	For Blue Sea Thinking
Communicator Awards	Silver Award of Distinction	Ascend What Matters	For the Ascend Day What Matters Video
Communicator Awards	Silver Award of Distinction	HCC Incident Management	
Communicator Awards	Silver Award of Distinction	OE Feature Article	For Houston's article placement in Offshore Engineer
BMA B2	Internal Comms Program - Award of Excellence	SGP	Total - Shetland Gas Plant
BMA B2	Live Demo - Award of Excellence	Seal Tite	For Cool Chemistry campaign
BMA B2	Magazine - Award of Excellence	Five	Fifth Ring's Five magazine
Hermes Awards	Corporate Image Video - Honorable Mention	Ascend	For the Ascend Day What Matters Video
Hermes Awards	Feature Article in OE - Platinum Winner	Corpro	For Houston's article placement in Offshore Engineer
Hermes Awards	Feature Article in OGN - Honorable Mention	Corpro	For Houston's article placement in Oil and Gas Network Magazine
Hermes Awards	Product PR Program - Platinum	Tensar	
Hermes Awards	Newspaper Placement - Gold	Aberdeen Harbour	Media Relations
Hermes Awards	Technical Article - Platnium	BP - Field of the Future	
Hermes Awards	PR Campaign - Platinum	Seal Tite	Cool Chemistry campaign

Awarding Body	Award	Client	Description
Hermes Awards	Communications Campaign - Honorable Mention	Expro	40th Birthday campaign
Hermes Awards	Integrated Marketing Campaign - Honorable Mention	Expro	40th Birthday campaign
Hermes Awards	Design / Publication Overall - Gold	Five	Fifth Ring's Five
Hermes Awards	Video / Public Relations - Platinum	Interwell	Extreme Technology
Hermes Awards	Event Marketing - Gold	Interwell	Extreme Technology
Hermes Awards	Logo - Platinum	Perigon Solutions	
Hermes Awards	Newsletter - Honorable Mention	Technip (TMOS)	
Hermes Awards	Design / Marketing Materials - Platinum	SGP	Total - Shetland Gas Plant
Hermes Awards	Other Advertising (Airport) - Platinum	Nexen	Nexen Generation campaign
Hermes Awards	Internal Campaign - Platinum	SGP	Total - Shetland Gas Plant
IABC Houston Bronze Quill	Feature Story in OGN	Corpro	Award of Merit
IABC Houston Bronze Quill	Event	TAM	Award of Excellence
AMA Crystal Awards	Trade Show Campaign (3 or more events)	Expro	