

# Case Study: IV Offshore



## PR Campaign and Thought Leadership Survey

After a competitive bid, IV Offshore selected Milner Strategic Marketing to run its PR. IV Offshore made the selection because it valued the way that Milner used PR in a strategic way to both raise awareness and grow company value.

In addition to the normal PR work of writing and disseminating press releases to the target publications, Milner also proposed and carried out a Thought Leadership survey. Milner analysed responses from nearly 2,000 offshore workers to create content for 'The Offshore Report 2014', material for an interview with a key industry title and additional material for the web, blogs and social media. The in-depth report was then used to demonstrate credibility to clients and potential clients, while providing valuable industry insight.



## About IV Offshore

IV Offshore is the world's fastest growing global offshore recruitment company. By placing innovation at the heart of everything it does, IV Offshore consistently delivers a quality, fast and efficient service to its 100+ clients, including oilfield services companies, drilling contractors, subsea services companies and offshore supply vessel operators.

Founded in 2010, IV Offshore has expanded rapidly and now operates globally from its offices in Aberdeen, Houston, Manila, Rio de Janeiro and Singapore, placing experienced energy professionals into offshore jobs worldwide.

## IV Offshore's Requirement

As a fast-growing recruitment company, IV Offshore wanted to build its profile within the global offshore industry and increase public awareness of itself as a leading provider of experienced professionals for the global offshore energy industry. In particular, IV Offshore wanted to emphasise that it was an industry expert in the drilling and executive, Remotely Operated Vehicle (ROV) and Subsea and heavy lifting and maintenance sectors.

Milner recognised the role that the PR campaign would play in reaching IV Offshore's strategic corporate goals.

As part of the PR campaign, Milner was required to carry out the proposed Thought Leadership survey in order to increase awareness of IV Offshore as an expert in the offshore industry. This also needed to provide insights that would be of value to others in the industry and give IV Offshore authority when talking to potential new clients.



## Milner's Solution

### PR campaign

Milner collaborated with IV Offshore to produce its PR Plan, defining objectives, tactics, key messages, target audiences with specific objectives, messages and communications for each audience, and target media.

With the agreed list of target publications, Milner contacted the appropriate editors to build relationships. This meant that when Milner sent out press releases the editors were pre-warned of the news and were more likely to feature it in their publication. As a result, when one target publication wanted to interview the MD, they called Milner to set this up.

### Thought Leadership survey

Milner worked with IV Offshore to create a 35 question online survey tailored to its requirements. The survey was sent out to 33,000 respondents of which almost 2,000 replied. Milner analysed and cross-cut the data to reveal unique insight into the demographics, preferences, incentives and deterrents of offshore industry professionals and reported the key findings back to IV Offshore. IV Offshore's in-house design team used the analysis to create 'The Offshore Report 2014', which was featured in the Aberdeen Press and Journal and showcased by IV Offshore at Oceanology London 2014.

### Photography competition

IV Offshore were hosting a monthly photography competition where social media users voted for the results. To gain media traction and increase the prestige of the competition, Milner recruited a judging panel comprising an award-winning international photographer, a professional offshore photographer and the owner of an image agency to judge all the 2013 entries and announce an overall winner.



## IV Offshore's Benefits

### 1. Increased international awareness

Milner distributed press releases to 26 publications, based in a number of countries, and built relationships with the appropriate editors to ensure that they were aware of IV Offshore and its activities.

### 2. Differentiated from the competition

Carrying out a thought leadership survey gave IV Offshore original and quantitative data about the industry landscape, broken down by regions, job types, age, experience, incentives and deterrents. This enabled IV Offshore to provide value to clients, identifying how they could better target potential workers, and candidates, ensuring that the jobs IV Offshore offered met their requirements. The final report was used to show expertise in meetings with potential clients and at trade shows, giving IV Offshore a distinct advantage over the competition.

### 3. Leveraged PR experts

As well as writing targeted, high-quality press releases, Milner's PR team built professional relationships with appropriate editors at target publications. This personal relationship meant that they felt comfortable liaising with Milner, and one editor arranged an interview with IV Offshore's MD. Milner then applied their expertise to ensure that the MD was fully prepared for the interview, and knew which key messages to put across.

### 4. Saved management time

The process of creating material that will get coverage in the target print and online titles takes time and judgement. By outsourcing its PR to Milner, the campaign was carried out by an experienced team who could focus their time and effort on it, completing the work efficiently and to a high standard. This meant that IV Offshore's senior management team could focus on the wider strategic goals of their business.

*"Milner Strategic Marketing ran a PR campaign with us to increase awareness of IV Offshore as an expert in the offshore recruitment industry. Milner took the time to understand our broader strategic aims and collaborated with us to ensure that the PR campaign was targeted towards meeting our company objectives.*

*As well as creating a PR Plan and distributing press releases, Milner set up and ran a thought leadership survey to consolidate our position as an industry leader. Their analysis provided us with fresh insight into the offshore industry and gave us a tool that we can use on an annual basis to track industry trends.*

*We were able to use the survey report to show our expertise in the offshore industry, which gave us credibility when speaking to potential clients."*

Dan Stephenson  
Managing Director  
IV Offshore