

ESTABLISHMENT OF THE BRAND CS CARGO

/Corporate branding/

SUMMARY OF THE PROJECT

At the beginning of 2007, logistics group CS Cargo was among the largest companies of its kind in the logistics branch. Whilst in narrow expert circles, the brand CS Cargo was perceived as prestigious and gained adequate recognition in relation to its strength; general media coverage did not correspond to the company's market size and status. The goal of the long-term project was the gradual building of the required CS Cargo brand image on the Czech market to represent the biggest logistics company backed by international capital, the introduction of the core corporate themes to the broader as well as the expert public, the profiling of the holding's top managers and the creation of organized company communication. This goal was successfully fulfilled – **the media coverage of CS Cargo increased more than eight times in last three years.**

STATEMENT OF THE PROBLEM / OPPORTUNITY

- The most significant communication risk was business media representatives' low awareness about the sector in which the holding CS Cargo operates – the logistics branch. Therefore, there was a threat that CS Cargo would always only be perceived as a transport services provider (i.e. a truck transporter) while the company's other activities, which distinguish it from the competition, would fall into the background.
- In contrast to this risk, a big communication opportunity was the group's significant growth potential and broad spectrum of offered services, which differentiate it from the competition.

RESEARCH

At the beginning of the cooperation, our agency conducted a media coverage analysis. This mainly helped to map the awareness of media representatives about the CS Cargo trademark and to determine communication risks and opportunities in individual media segments.

PLANNING

The company's expansion strategy required a new concept and particularly the coordination of communication not only in the Czech Republic, but also in other countries of the region. It was necessary to clearly define the holding's strategy and goals and introduce them to key stakeholders. The emphasis was placed mainly on:

- The introduction of a **transparent structure** of the company and the profiling of the key company managers.
- Support for the ongoing repositioning, consequently the definitive unbinding **of the brand** CS Cargo from the image of "Czech transporter" and directing it towards the image of "Central European logistics group with its headquarters in the ČR".
- Support for the **company's acquisition strategy**, consequently the sending of a signal through the media to owners of potential target companies indicating that CS Cargo is ready to buy and has the necessary finance to do it.

✓ EXECUTION

- **In the first phase (spring 2007)**, it was necessary to introduce a strategy, goals and “top” representatives of the group to economic journalists. The emphasis was placed mainly on the group’s strong position in Central Europe, its wide range of offered services and its advantages in comparison to the competition.

In terms of tools, the agency therefore chose a series of informal meetings with selected journalists with the participation of senior group managers. A company presentation and a press kit were developed for the meetings. During the communication project these materials were gradually completed and widened, with the provision of a company profile and other materials used in communication with the media, clients and business partners.

- **Subsequently, during 2007 and 2008**, the agency processed a communication plan for the fundamental corporate themes (entry of an investor – biggest European bank UniCredit, acquisition of Czech and foreign companies – Šmidberský Transport, JTC Transcentrum, TSL Unitrans, CS Expres, Air-Sea, as well as record orders for the purchase of Mercedes-Benz vehicles). As a matter of course, the agency always proposed a suitable communication tool in relation to the importance of the theme. For the communication of the purchase of new companies, the agency generally chose an event in the form of a press conference and meetings with journalists supported by media relations and the distribution of press releases. For all group communication, the group’s market position and competitive advantages were stressed. Basic communication parameters were **escalation of individual steps and widening of the target group**.

During periods between the communications of individual themes, the agency participated in the preparation of a new corporate identity for the company and the profiling of group managers in the media. The company’s internet pages were completely remade and updated as in their original version they did not correspond with the size and needs of the company in relation to its expansion policies.



CAMPAIGN OUTCOMES / MONITORING AND EVALUATION

The main PR goal of the project was successfully fulfilled – communicated events connected to **CS Cargo belonged among the major media themes** in the transport branch in 2007 and 2008. For instance, the media impact of the Mercedes-Benz orders communication far exceeded the borders of the Central & Eastern European region. Worldwide media, including the New York Times and Forbes, took notice of it. Also, the CS Cargo holding brand was significantly inscribed in the awareness of media representatives and the public as representing the **biggest player on the Czech logistics market, with further growth potential** at its disposal. This development is also backed by statistics on media entries related to the company (**increase of 200 percent year-on-year**). CS Cargo representatives are nowadays regularly contacted by media representatives pursuing comments on fundamental events in the transportation sector.

CS Cargo has become a permanently monitored company as regards the key world news agencies oriented toward the financial markets (Bloomberg, Reuters, etc.). News about the group even regularly penetrates distant markets beyond the borders of Europe.

