

Case Study: Media Relations

Generating Awareness Through Media Relations

The Opportunity

H&M International Transportation provides a broad range of logistics services through a comprehensive network of U.S. intermodal operations to meet the increasingly complex demands of its diverse customer base. Based in Jersey City, N.J., H&M International Transportation manages more than 1.5 million containers each year.

Although H&M International is a significant player in the industry and provides a unique blend of services, the diverse segments of the market it serves had a very limited understanding of the broad role it plays in the intermodal marketplace. To help H&M International Transportation create a better understanding of its capabilities to the broad intermodal industry, MindShare Strategies developed a comprehensive media relations strategy focused specifically to position H&M as a leader in the industry.

MindShare Strategies developed and executed a strategic media relations plan at the NIT League Annual Meeting and TransComp 2003 in Fort Lauderdale, Florida. This plan was based upon building one-on-one relationships with editors, reporters, sales associates, and other key representatives in the North American logistics media.

Business objectives for the strategy plan included:

- To build industry-wide recognition of H&M International as a world-class provider of intermodal services
- To help members of the media understand the valuable role H&M International plays through its rail terminal, warehousing and distribution, intermodal trucking, maintenance and repair services and supply chain management.
- To establish relationships with key members of the media so that H&M International management will begin to be interviewed by editors and reporters, and future coverage will be generated about the company in the trade press.

MindShare Strategies created an "advertorial" using dialogue from the executive roundtable and placed it in the 2004 IANA Membership Directory, which is distributed to many of H&M International's current and potential customers. H&M was identified as the sponsor of the executive roundtable in the article, positioning the company as a leader in the intermodal marketplace.



Intermodal Leaders Share Industry Vision and Perspectives

Key players in the North American intermodal industry recently met during a special Intermodal Executive Roundtable, a forum to generate valuable dialogue, exchange of ideas and information. Represented were carriers (railroads, steamship lines, and motor carriers) and shippers (beneficial owners, 3PLs, and IMCs). The event, sponsored by H&M International Transportation, focused on key opportunities and challenges facing the industry, including security, safety concerns, service issues, innovative development occurring in the industry, opportunities to grow the market, and making intermodal work in a global marketplace.

Those who participated included Greg Andrews, Manager of Global Logistics, Adtran, Inc.; William Barry of Canadian National Logistics; Chuck Conroy of Pacer Global Logistics; Mike Brum of Contrak; Barry Michaels of Union Pacific; Tom McCarty of The Scots Company; Michael Musacchio of East Transportation Services; and Steve Welby of C.H. Robinson Worldwide, industry veteran. John McQuaid moderated the roundtable.

Executives share perspectives during a recent Executive Roundtable. Pictured (from left to right) are Bill Berry, Mike Brum, Greg Andrews, Mike Musacchio, and Barry Michaels.

Viewpoints From Top Intermodal Executives

"As a shipper, we have a real responsibility to provide our carrier partners with better information and forecasts about what's coming in future weeks and months. Also, everyone is trying to operate with little or no inventory, so on-time information about where the shipment is and when it's going to be there is critical."
-Tom McCarty, Director of Transportation, The Scots Company

"We are under the gun to control costs, increases, and concerned about hours of service and what it's going to do to our rates. We are also battling with the security initiatives, including the 24-hour advanced manifest rule."
-Greg Andrews, Manager of Global Logistics, Adtran, Inc.

"The key for intermodal to work is capacity. That means cooperation between the modes of transportation and how we coordinate that."
-Chuck Conroy, President, H&M International Transportation

"I think the biggest challenge for us in the drayage industry is the need to increase our capacity. Right now, we are in an all-time low, and it is extremely difficult to get drivers."
-Michael Brum, President, Contrak Logistics

"Imbalance is a serious issue when it comes to resource utilization. Customers are currently using us to the transport on the West Coast, i.e. keeping the equipment there rather than bringing it all the way across and using the domestic box interior into the U.S. We're working with our customers on this to figure this out."
-Barry Michaels, Assistant Vice President, Union Pacific Railroad

"The shipper is asking us to take on more liability than we ever have before, even as a non-based player... by the extent of ensuring that the same and arrives at the destination."
-Mike Musacchio, President & COO, East Transportation Services

"One of the challenges is multiple partners touching the shipment. The more accountability our industry delivers, that's what we need as the most truck-like component of mode conversion."
-Steve Welby, VP of Intermodal, C.H. Robinson Worldwide

About the Sponsor
H&M International Transportation, Inc. provides a broad range of logistics services through a comprehensive network of U.S. of its diverse customer base. H&M International Transportation handles more than 1.5 million containers each year.

Core Competencies:

- Logistics management through intermodal trucking
- Rail terminal operations
- Container yard/container freight station services
- Warehousing, consolidation and distribution
- Maintenance services
- Customs clearance

For more information, contact H&M International Transportation at 800/446-4685 or visit www.hmtl.com.

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Solution Overview and Implementation

Prior to NIT League and TransComp, MindShare Strategies identified the key media attending the event and developed a schedule of one-on-one interviews with H&M International management. MindShare Strategies facilitated these meetings, which included introductions to H&M executives, a PowerPoint presentation underscoring the key benefits and positioning of H&M International, and a review of the press kit that featured a media fact sheet, brochure, and recent press release.

In addition to this "one on one" meeting opportunity, MindShare Strategies created an intermodal executive roundtable event that took place among rail, water and truck carriers as well as shippers, 3PLs and IMCs. Key players associated with H&M International Transportation were recruited to participate in this executive event, which was sponsored by H&M International. MindShare Strategies was fully responsible for securing participants, who included Greg Andrews, Manager of Global Logistics, Adtran, Inc.; William Berry of Canadian National; Jeff Brashares of Pacer Global Logistics; Mike Bruns of Comtrak Logistics; Chuck Connors of H&M International Transportation; Barry Michaels of Union Pacific; Tom

McCarty of The Scotts Company; Michael Musacchio of Exel Transportation Services; and Steve Weiby of C. H. Robinson Worldwide. Industry veteran John McQuaid moderated the roundtable. The media was invited to observe this event, and written transcriptions of the event were distributed to key media to encourage coverage of the event.

Evaluating Success and Measured Results

This introduction of H&M International Transportation to the media at the NIT League Annual Meeting and TransComp 2003 in Fort Lauderdale, Florida was a huge success. We equated that success to the quality of relationships built with key editors and reporters in the trade press - and have seen a significant increase in the number of inquiries about H&M International from these individuals. In addition, as a direct result of these media relationships initiated at the event, H&M International has received primary recognition and identification in three of the top 10 industry media outlets within two months. We're using this opportunity as a foundation upon which to build ongoing relationships between H&M International executives and key industry media.



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