CASE STUDY: Clyde and Co

Technology in shipping

The impact of technological change on the shipping industry
CASE STUDY

Client: Clyde & Co
Project: Technology in Shipping
Objective and scope: Survey, roundtable discussion, report

Clyde & Co, a global law firm, wanted to raise its profile among professionals and key decision-makers working in the maritime industry. It approached the IMarEST with the idea of producing a report that described emerging technological trends and their potential impact on the way the shipping industry operates.

Method: A survey was put together by the IMarEST technical team on the themes of automation and digitalisation, navigation and unmanned ships, cybersecurity and green technologies. This was sent out to the Institute’s members to gauge their views on these impacts. The results formed the basis of the roundtable discussion held at Clyde & Co headquarters in November 2017.

Impact: A report was produced that distilled the key learnings and outcomes from the discussion. Subsequent to its publication Clyde & Co were able to write four press releases honing in on different topics. Spread out over seven months, these releases resulted in:

- 2,900+ downloads of the report
- 60+ press placements
- 3 speaking invitations

“This campaign was one of the most successful thought-leadership pieces in Clyde & Co’s history, and still holds the top position for reads. Through seeking partnership with IMarEST we reinforced our reputation in the marine technology space through a compelling report, and also access to a broader audience we’ve not previously tapped into.

The PR performance was incredible with over 60 placements, and the social media campaign helped us establish new, high-quality connections on LinkedIn. One of our partners has secured a conference speaking slot, as well as the chance to present on her article to a number of key clients.”

Elizabeth Steel, Business Development Manager, Clyde & Co LLP
CASE STUDY

Press placements included:

1) Major publications in the trade press
2) A spread of international news outlets
3) Bulletins from adjacent industries


“Writing a paper on autonomous shipping and carriage of goods as part of the Technology in Shipping campaign led to me presenting on the topic for clients and industry experts in a number of forums. These presentations have been some of the liveliest and most thought provoking I have ever been involved in. It is great to see the industry so engaged in the debate and to hear ideas and thoughts from across the spectrum; from former mariners and engineers with genuine and credible concerns about how we ensure safety and expertise through to technophiles who see nothing but opportunity. It has been great to be involved in a project which focuses solely on the future!”

Jessica Maitra, Partner, Clyde & Co.