



PR, design, branding and direction for Coppercoat, the high performance antifouling.

Expansion of existing design and branding services to include PR, media planning and social media activity with particular focus on launching Coppercoat to the superyacht market.

OVERVIEW

Branding and communications for Coppercoat with a particular focus on launching the product range to the superyacht market. In addition to offering strategic planning and continuation of all design requirements, Saltwater Stone will support Coppercoat at international boat shows.

OBJECTIVE

To build a cohesive PR, brand and marketing strategy to communicate the features and benefits of Coppercoat antifoul to target markets across all media and touchpoints.

AUDIENCE

Primary: Boat builders, boatyards, large boat manufacturers and superyacht crew and service agents, e.g., captains, project managers and specifiers
End users: Sailing yachts, motoryachts and superyachts.

DELIVERABLES

- Public relations
- Content and editorial writing
- Advertising planning
- Social media channels branding and activity
- Event and launch support
- Full page and fractional print adverts
- Digital advertising
- Advert adapts for media campaign
- Brochure
- Event banners
- Exhibition stands
- Corporate communications
- Retail packaging

OUTCOME

Saltwater Stone's main task was to raise awareness of Coppercoat antifoul and extend the brand's global reach through its media contacts and social media channels and, secondly, to achieve consistent coverage of Coppercoat's product and company news.

Through extensive contacts in the maritime media the Saltwater Stone PR team produced editorial content promoting the features and benefits of Coppercoat antifoul for a range of maritime publications.

The media planning department's buying influence secured favourable rates for a series of advertising campaigns in prime target media titles.

Existing collateral for the main leisure markets was developed to launch Coppercoat Superyacht, a dedicated brand aimed at this high-end sector. Deliverables included print brochures, corporate stationery and exhibition space for the British Marine Federation's pavilion at the Monaco Yacht Show 2016. The design team developed digital sales presentations for the Coppercoat marketing team to use at international boat shows and trade events.

Coppercoat marketing materials for the leisure maritime sector were strengthened and enhanced by our creative team to assist the PR and social media teams reach target markets. This included supporting a dedicated superyacht website, increasing online

INFORMATION

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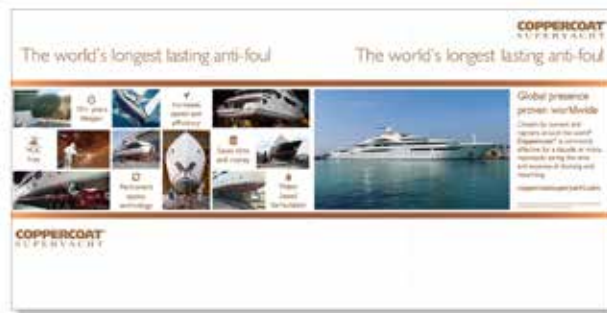
presence through social media and advertising, developing existing promotional materials, exhibition and event banners and print and digital advertising.

TESTIMONIAL

“Saltwater Stone are great, nothing is too much or too little trouble for them. From a full brand strategy and communication

positioning; to our ads and brochures; or even a little tweak to something, they always add great thought and care to everything they do. And deliver fabulous work, on time and on budget.”

Ewan Clark, Company Director
Aquarius Marine Coatings



DELIVERABLES

Clockwise from top:
Retail product packaging;
brochure, digital sales
presentation; full page and
fractional print adverts;
Monaco Yacht Show exhibition
stand wall designs.

For further information visit
saltwater-stone.com

