

# Man Bites Dog Case Study: Delivering the Goods



Man Bites Dog is Europe's most award-winning B2B public relations and marketing consultancy. We help organisations with strategy, brand, thought leadership, public relations and content programmes that build reputations, establish new business relationships and deliver significant revenue. Our 32-strong expert team delivers high-quality integrated communications programmes at a UK, EMEA and global level.

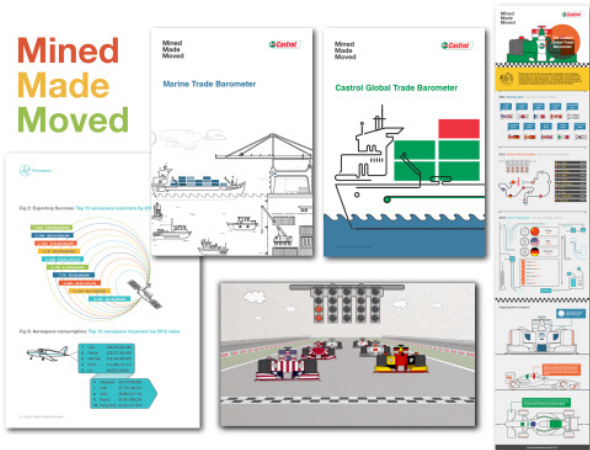
Below is a selection of campaign case studies that demonstrate our deep knowledge of the global trade and manufacturing agenda and how differentiated ideas can deliver remarkable commercial impact.

## Castrol: Mined. Made, Moved

We developed a new proposition to shift the organisation's positioning away from what it does (industrial lubricants) to what it enables – namely that Castrol lubricates the global economy. Nothing in the world is 'Mined, Made or Moved' without Castrol.

To raise global awareness and enhance sales conversations we designed The Castrol Global Trade Barometer, using specialist economic modelling to explore all that is mined, made and moved around the world in five key sectors (automotive, industrial, marine, aerospace and automotive).

Visit [www.castrol.com/minedmademoved](http://www.castrol.com/minedmademoved).



## EY: The Goods Export Monitor

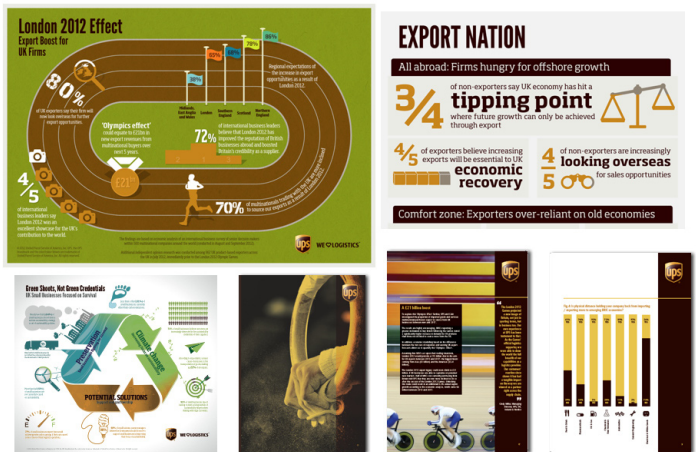
We helped big four accountancy firm EY capture the conversation during a period of intense media coverage around the UK's export-led recovery by building a unique measure of UK national and regional exports.

[Download in-depth case study.](#)



## UPS: The Olympics Effect

In the year that London took global centre stage for the 2012 Olympics, we positioned UPS as a thought leader on the international business landscape, using economic analysis and opinion research to examine the 'Olympics effect' on UK exports. This awareness-building campaign demonstrated the local, national and international reach of UPS and shifted perceptions of the company, taking it from small parcel carrier, to major supply chain business partner.



"We needed to have conversations beyond product with our customers. We are now able to have really productive conversations with the C-suite using the Mined, Made, Moved campaign. It was also very important for internal comms and informing our strategy pipeline."

Michele Fiorentino, Head of Strategy at Castrol B2B (presenting 'Mined, Made, Moved' at the Chief Strategy Officer Summit)