



# Man Bites Dog **Case Studies: Delivering the Goods**

# INDOGS WE TRUST

Man Bites Dog has a renowned approach to developing compelling ideas that inspire headlines, generate conversations and deliver sales. We have won more than 30 major campaign awards for our integrated campaign programmes and regularly speak at industry events to share the secrets of successful thought leadership.

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 truly outstanding results.

## 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 were 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)

## 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.

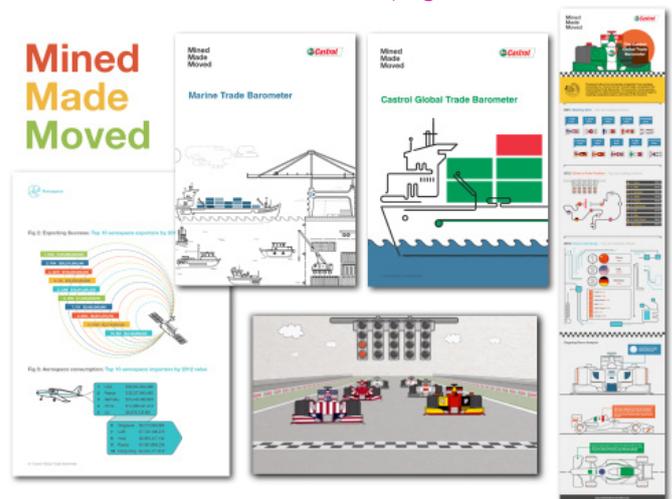
Download in-depth case study.



## Castrol: Mined. Made, Moved

We developed the strategic brand positioning that nothing in the world is 'Mined, Made or Moved' without Castrol's involvement. This message became their core thought leadership positioning and succinct way of describing the business. To raise media awareness and give Castrol fuel for senior conversations, we designed The Castrol Global Trade Barometer, using specialist economic modelling to give a unique view of world trade corridors and trends in Castrol's key sectors.

Visit the Mined, Made, Moved web page.



Client satisfaction survey:

9.1 net promoter score

24 clients  
Conducted in April/May 2014

8.3 quality of content

8.1 strategic input

**For more information, contact:**

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