

# Brand Spirit

**SEAIRO**  
on 6 continents



A PASSION  
FOR SOLUTIONS



# The Seairo Brand

# Spirit



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Nitesh Kumar

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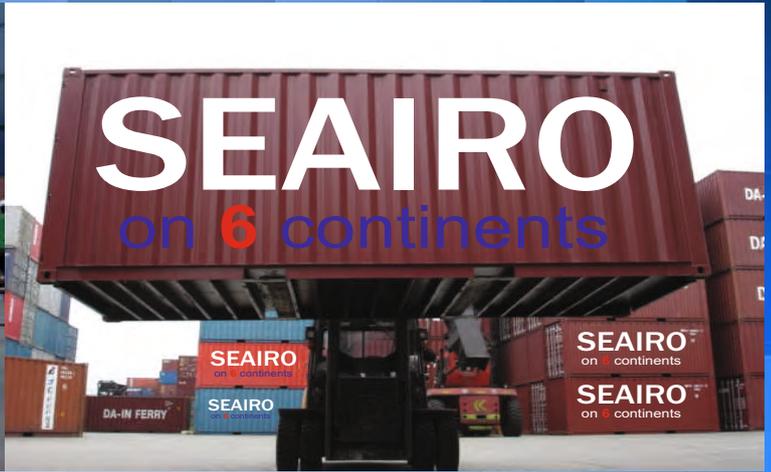
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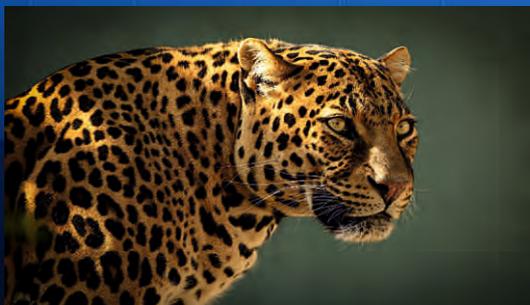
Our individual and collective contribution



Clarity  
and



action



## Introduction

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“Today, we all live in a world that is changing faster than ever and where we are constantly hit by commercial messages - on products in the streets, in shops, in newspapers, magazines, on television, billboards, radio and the internet.

It is in this crowded world that the **Seairo** brand has to stand out and make its impact.

That is why we've created this short booklet; The **Seairo** Brand Sprit. It has been designed to bring clarity and focus to our mission and to highlight the words and feelings which we will use to give life to and communicate the **Seairo** difference.

Extensive research with customers, potential customers and staff around the world has pointed the way forward to greater sales success.

Our capacity for inventiveness, driven by our Passion for Solutions, and our open and enthusiastic approach to both large and small challenges has allowed us to create a unique and distinctive **Seairo** brand strategy, one that will allow us to stand out from the crowd.

As a customer said to me recently, it's time for **Seairo** to stop being the best kept secret in the industry.

**It's time for us to show our customers exactly what we mean by Seairo Passion”.**

Nitesh Kumar  
Chief Operating Officer

**Discipline  
and**



**inspiration**



## Scope

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### What this booklet is.

This booklet defines our brand opportunity in a way that allows us to achieve and sustain profitable growth through a mix of discipline and inspiration.

it will help us unite all communications, operations, procurement, marketing and sales functions within a single strategy that reflects the energy within the **Seairo** brand, so that it will be better placed to meet the challenges and opportunities of the future and make our offer clearer to our customers.

### What this booklet isn't.

Let's be clear. This booklet was not created to close down our options, inhibit our creativity, or restrict the driven and flair that has made **Seairo** so much more than an overnight success

It simply creates a framework for us to apply all those natural talents and instincts that we share.

## SERVICES

- ◆ SEA FREIGHTS
- ◆ AIR FREIGHTS
- ◆ WAREHOUSING SERVICES
- ◆ ROAD TRANSPORTATION
- ◆ CONSOLIDATION
- ◆ INSURANCE CONSULTANCY
- ◆ PACKAGING & CRATING
- ◆ PRODUCT SOURCING
- ◆ P. O. MANAGEMENT
- ◆ BREAK BULK
- ◆ MULTIMODAL SHIPMENT
- ◆ CHARTERING
- ◆ SUPPLY CHAIN MANAGEMENT
- ◆ PERISHABLE GOODS
- ◆ DANGEROUS GOODS
- ◆ RO-RO / BARGE SERVICES
- ◆ EXHIBITION SERVICES
- ◆ EVENTS SERVICES
- ◆ FINE ARTS SERVICES
- ◆ RELOCATION SERVICES
- ◆ STANDBUILDERS SERVICES
- ◆ VENUE LOGISTICS SERVICES
- ◆ MATERIAL HANDLING SERVICES
- ◆ CUSTOM HOUSE AGENT

# A passion for the unusual

## A passion for the everyday



## Where Are We Now



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This is a short summary of the key findings from our global research. It describes how customers and future customers see us today in relation to our competitors and importantly, how they see us in relation to our ability to meet their current and future needs.

### **Young can be good**

It is generally recognised that we are a younger company than our main competitors and this is a difference that gives us some significant potential leverage.

Being young means, among other things, being open-minded, adventurous, inventive and creative in the way we approach problems. It's an attitude with great appeal to both our existing and potential customers. The downside is a perceived weakness in the consistency and control elements of our service offer.

### **Known more for the unusual than the everyday**

People believe that we are fine for the challenging or unusual projects - forwarding the impossible consignment to the unreachable location - but they question if we have the systems and processes in place for the more ordinary or everyday tasks. Of course we do. But we need to make sure that we share this with our customers.

### **The power of relationships**

The business of transport and logistics is characterised as being stressful, challenging and at times, chaotic. The pressure of deadlines and the possibilities for unpredictable problems can create a feeling of helplessness. Customers are increasingly looking for a partnership with a freight forwarder that offers trust and reliability as well as operational excellence. They see us as the type of company that is open and honest in its relationships with customers.

### **A time of mass customisation**

customers believe that they can get solutions completely tailored to their particular needs. This has created a business environment that is more competitive with more products than ever before. But customers also want to deal with people who understand them, who they know and like. It is this perception of emotional differences between companies that customers use to establish strong links with a supplier.

### **Our global focus for the Seairo brand**

To remove any perception of weakness, leverage our strengths and capitalise on future opportunities, we will now employ the most motivating and potent brand messages and project them around the world in one voice

**Fresh-thinking,  
professional,**



**reliable and  
consistent**

## Brand Requirements



What qualities do we need to have in order to achieve our growth and profit ambitions?

How can we stand out in a crowded, competitive environment?

How do we become the preferred partner to an increasing number of customers around the world ?

Through research, our customers have highlighted five key qualities that must become integral to the **Seairo** brand, they are:

### **Distinctive**

We do not have to be the biggest brand to get noticed. But we must always seek to make **Seairo** instantly and singularly recognisable.

### **Operational Excellence**

It's the way we manage the day-to-day transactions with customers that establishes our reputation for consistent excellence. This in turn implies reliability and creates trust.

### **Modern**

We need to be a brand of today and tomorrow, more alert than our competitors to what is going on, faster and more responsive in our reactions.

### **Consistent**

We have to seamlessly integrate all the elements of our brand's story and present them consistently and with flair.

### **Focus**

We need to express a shared vision for **Seairo** that is single-minded and straightforward.

**A  
shared  
ambition**



## Brand Mission 2013

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Having analysed all our customer research, we then talked to a great number of the global **Seairo** team, at all levels, to discover the 'magic ingredients' that make us different.

We compared the combined results against our business plan.

This process has allowed us to redefine our commercial and operational objectives and to express them as our Mission and Strategy for 2013.

# Where we want to go (Mission)

**“Our Mission is to become recognised  
as the world’s best, brightest and most dynamic  
integrated freight forwarding and logistics  
company for customers large and small.”**

**Efficient,  
effective**



**and  
personal**



## Brand Strategy

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### How we get there

(Strategy)

We'll do this by empowering the world's best, brightest and most dynamic team of people applying their Passion for Solutions to everything they do.

### Target Audiences

(Who do we need to talk to?)

#### *Primary*

Small and medium sized enterprises (Global SME's)

#### *Secondary*

Global companies, particularly in the hi-tech, automotive, oil & gas, retail & fashion and healthcare sectors.

### Proposition

(What we tell them about us)

Only **Seairo** has the people who bring a real Passion for Solutions to their daily challenges, whether routine or complex, to find the right answers for their customers, large or small. We are big enough to be a global player, but remain small enough to provide a personal service to all our customers.

### Support

(How we prove it)

Our asset free business structure along with our central procurement and capacity management means that we don't have our own transportation fleet to fill, yet we have direct access to almost unlimited capacity. This operating style liberates our people, allowing all of us to concentrate on finding solutions that can be implemented quickly and efficiently.

And because we treat our customers as people not job numbers, we built long lasting and productive relationships based on trust and value.

**Our passion  
for solutions**



**means peace  
of mind for  
our customers**

## The Seairo Story

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The basic story we want you to tell everyone is contained in the words below. As you will see, they are no more than a summary of what's best about Seairo, but structured in a way that helps customers and potential customers to better understand the true value we can offer them.

These are the key facts and feelings that must be communicated whenever any of us talk or write about **Seairo** so that we deliver the same consistent, compelling and differentiated positioning everywhere in the world.

### **The roots of trust**

We recognise the customers need a partner who will take care of their goods as if they were their own. That means giving customers the total confidence to leave all their transportation requirements to us, secure in the knowledge that our reputation, track record and financial strength has led to many major companies selecting us as the logistics partner within their supply chain.

### **Fresh - thinking**

We are seen to be younger than our competitors, as a company and in our approach.

It shows in our can-do attitude, in our attention to personal service and in our systems and technologies.

This gives us more time to find original and better answers for our customers.

### **Freed up to be flexible**

The major advantage we have over our competitors is that we are largely asset free which allows us to choose the best combination of routing and transportation. And by best we mean what is most beneficial to our customers, not just what is most profitable for us.

### **Exclusively for everyone**

We aim to be famous for the quality and depth of our service to all customers.

Although we are a global forwarding company with a reputation for serving big customers, we understand that big companies and small companies are not the same. We get kick from applying our combined knowledge and experience, gained from completing the most complex, headline-making projects and from managing the requirements of our global accounts, to the everyday business of our smallest customers.

### **Global locally**

We employ over 12,000 people from all corners of the world, operating from 480 offices in 75 countries, so our global capability is backed by a real depth of local knowledge, experience and expertise.

### **The power of passion**

So whether our customer is big or small, local or global, it is our asset free operating style and passion for finding the best solutions that makes us different. It keeps us focussed on the task and allows us to overcome obstacles.

The result? Peace of mind for our customers, knowing that we have it all under control.

**Seairo. A Passion for Solutions.**

# Brand Model for 2013

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**Brand Essence**  
Spirit, the DNA

**ATTRIBUTES**  
The brand's particular competitive skills or competence

**Norms**  
The societal beliefs, norms, values expressed by the brand

**Personality**  
The brand as a person -its traits

**Origin**  
The factual or mythological origin of the brand

Logo

Marketing  
Communications

**Brand Focus**  
**Passion**

'Can do' attitude allied to asset-free ensures best in class:  
Specialise in complex projects  
Experts in core industries  
Ease of use for SME's  
Global reach, local know-how

The best solutions demand more than processes and systems. They need creativity and imagination. They need our passion!

Creative, Fresh-thinking, Innovative, Unconventional, Determined, Professional

Global • Big Accounts • Easyfreight  
Air & Ocean • Big Projects



We should all remember that this booklet defines more than just our marketing communications; it defines how we interact with each other, our customers and our partners.

This means that everyone in the global **Seairo** family has a personal role to play in bringing our Passion for Solutions of life.

Here are just some of the working practices that we can all apply, everyday, to make **Seairo** the first choice for more and more customers around the world:

### **Professionalism**

The high levels of professionalism we bring to everything we do and in the way we work with customers, prospects, suppliers and each other.

### **Positive Attitude**

The 'can do' and 'will do' approach we adopt to our everyday work, whether in resolving issues when things go wrong or in the little things like returning calls when we say we will.

### **Determination**

Our attitude to finding the best solution for each and every customer.

### **Accuracy**

The close attention we pay to adhering to a customer's precise instructions.

### **Consistency**

The care we take to ensure that our customers' shipments arrive on time, every time.

### **Honesty**

The open way in which we operate to build the trust that promotes better relationships with our customers, future customers and suppliers.

### **Our Target for 2013**

The Brand Model on the facing page summarises where we want to be by 2013.

### **Of course, it's a demanding challenge.**

But, if we each bring our Passion of Solutions to bear, everywhere and everyday in whatever role we play in the organisation we will become a bigger and better organisation for the benefit of our customers and everyone within the **Seairo** family.

**Seairo. A Passion for Solutions.**

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Freight Forwarding

Supply Chain Management

Special Competencies



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