

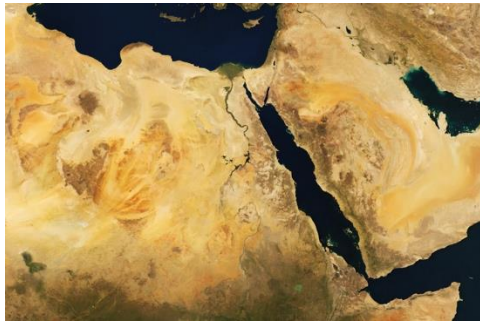
OWN<sup>THE</sup>SPACE

# Maritime

FIFTH<sup>0</sup> RING



# An industry characterised by change.



**Geopolitical:** Red Sea/Russia



**Modernisation:** new fuel sources

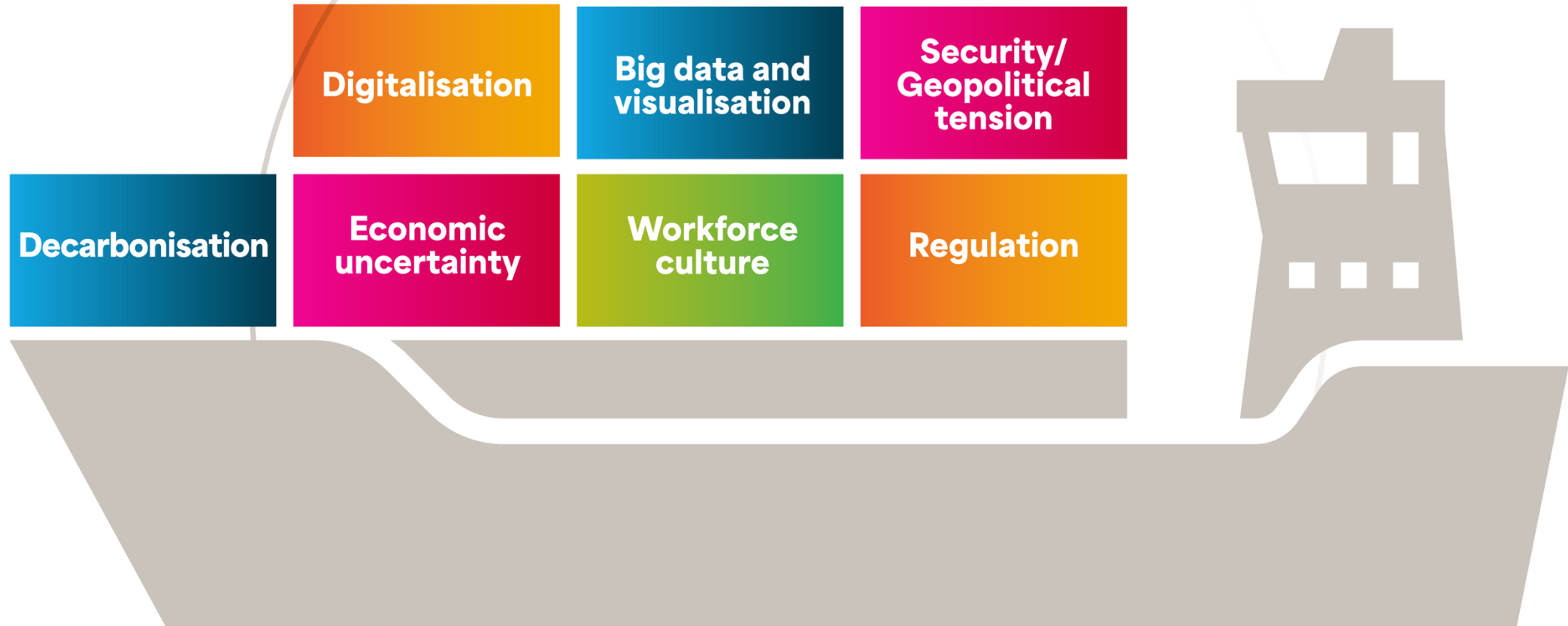


**Environmental:** ESG

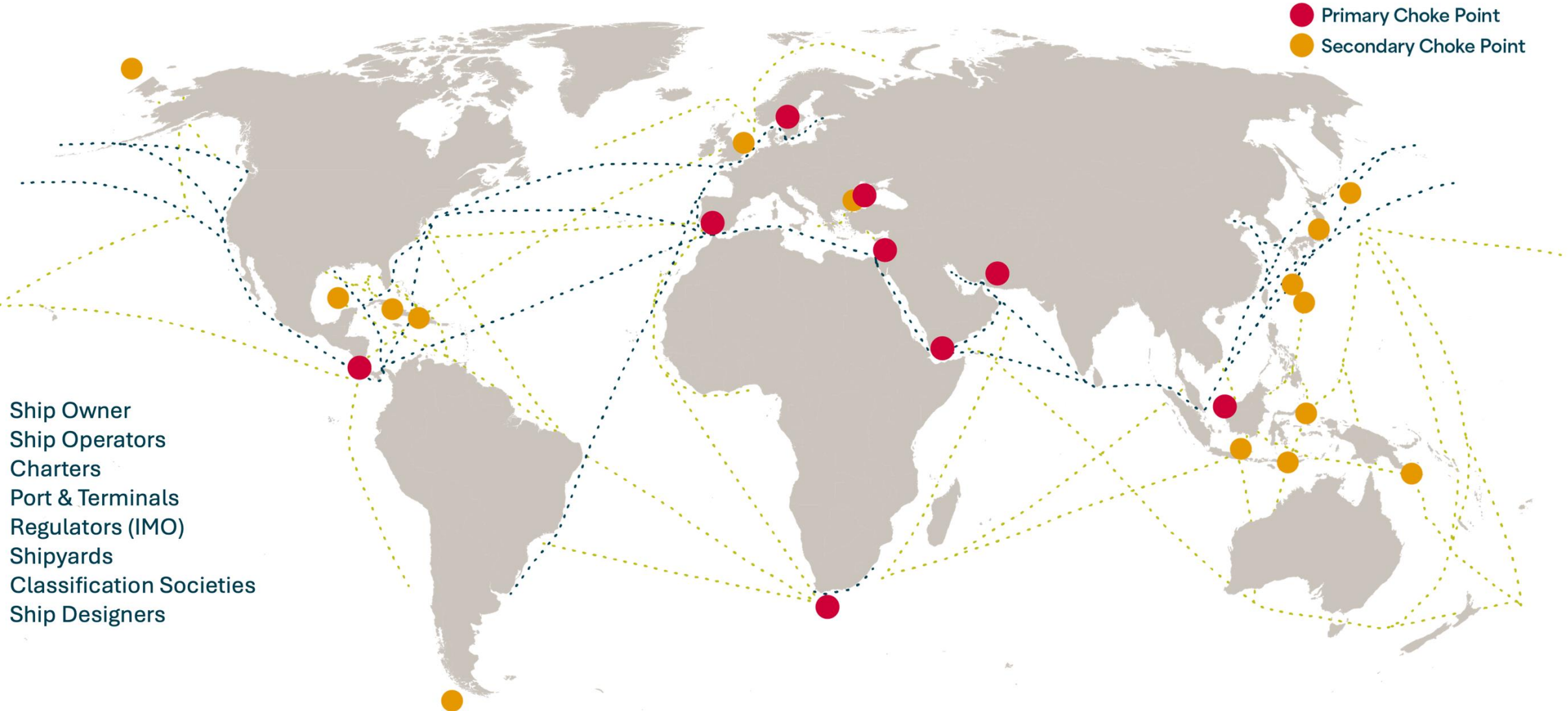


**Regulations and legislation**

# Some of the issues affecting your business.

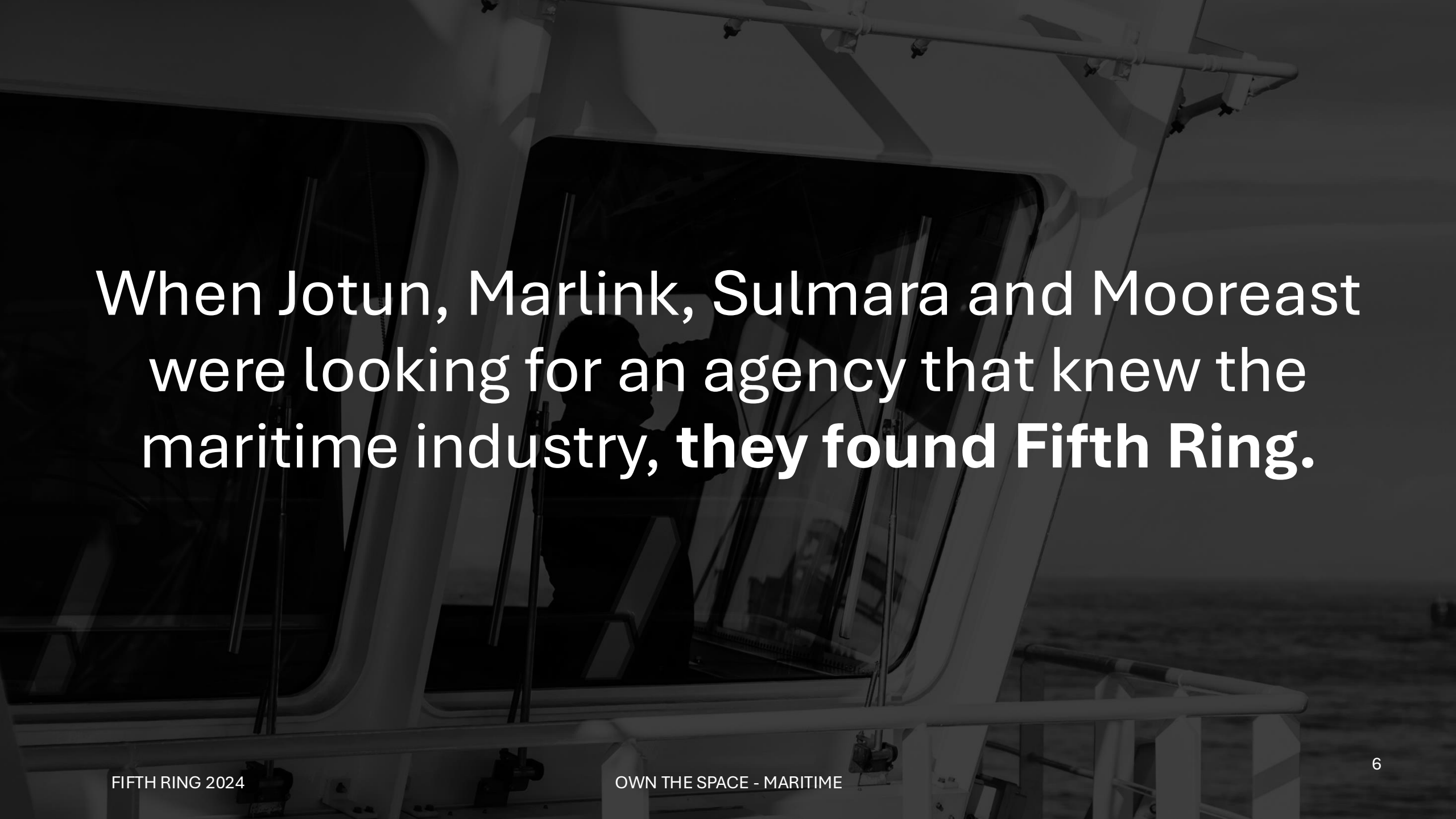


# These issues affect the entire value chain





**To effectively own your chosen market space, any communications needs to demonstrate deep understanding of these issues.**

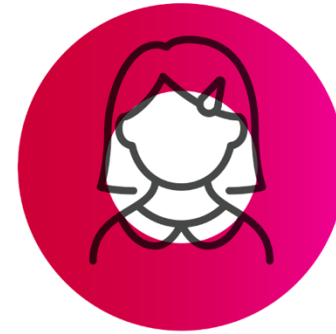
A dark, grayscale photograph of a ship's bridge. A person is visible in silhouette, sitting at the controls and looking out the large windows. The scene is dimly lit, with the interior lights of the bridge providing some illumination. The text is overlaid in white, bold font.

When Jotun, Marlink, Sulmara and Mooreast  
were looking for an agency that knew the  
maritime industry, **they found Fifth Ring.**

**We know who and where your customers are...**

**We've mapped and tested a wide range of distinct personas across the maritime industry.**

For example: Ship Owners | Ship Operators | Captains | Chief Engineers | Port Captains | Chief Officer | Logistics



# ...and what they care about



## Land side

Efficiency, reputation, liability,  
bottom line, investor relations



## Ports

Speed, turnaround times, dry  
docking and utilisation, predictability



## At Sea

Comfort, safety, security,  
connection, fuel efficiency



# We are already in the market

We're in the world's maritime capital and we have deep and wide regional expertise.

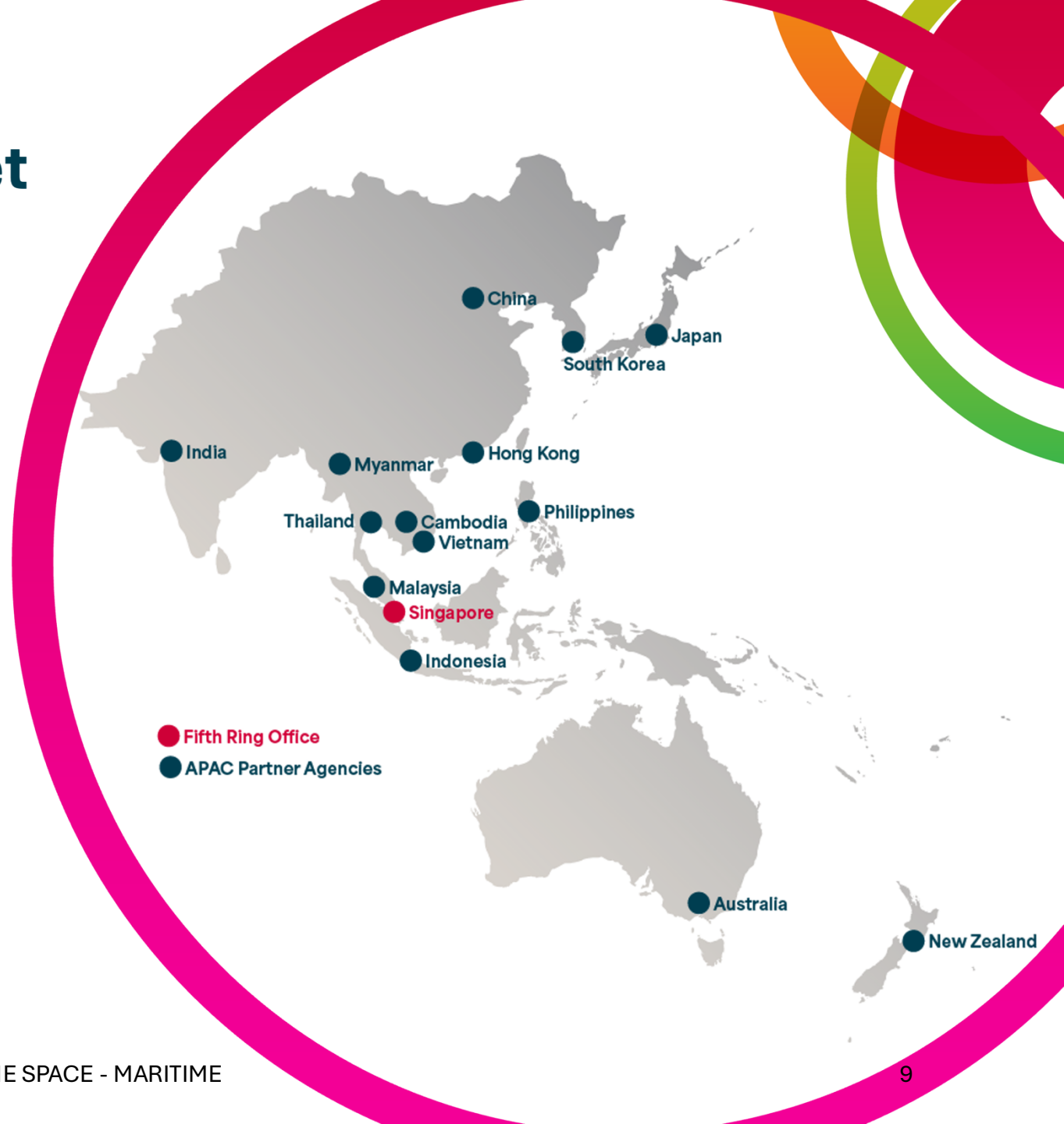
4.6bn  
people

48  
countries

2,300  
languages

11  
major  
religions

2.5bn  
internet  
users



# We have made a big impact with leading maritime brands



James Fisher and Sons plc  
Marine Services Worldwide



MOOREAST



**OWN**<sup>THE</sup>**SPACE**

**Growth Driven  
Marketing**

**Artful Brand  
Positioning**

**Account Based  
Marketing**  
Creative

# Marlink

## Artful brand positioning

Looking to the future, Marlink came to Fifth Ring with help structuring its presentation to align with client requirements rather than focusing on its service offering. This involved a significant move from ‘heavy catalogue’ of product and services to a ‘consulting and outcomes’ focus.

We worked with Marlink to develop new messaging that clearly articulates what makes Marlink attractive to relevant personas and bring the brand personality to life. This included a new brand messaging hierarchy, product launch messaging and a new bold and confident tone of voice that encapsulated the new brand message of “Possibilities. Anywhere.”





Marlink

## Possibilities. Anywhere.

- Solid foundations
- Strong vision
- Global delivery and operations
- Deep sector expertise
- Digital technologies focus
- Managed network expertise
- Professional services excellence



Future proof network, with the best available  
technology and connection today.



# Jotun MegaGloss

## Growth driven marketing

Fifth Ring has a long history with Jotun developing creative campaigns for numerous products across multiple industries, including energy, maritime and construction. Following a recommendation from their sister division, Jotun Protective Coating, Jotun Marine Coatings came to us to help them claim their space in the market with their new performance product MegaGloss.

The task was to develop a proposition that communicated MegaGloss in a simple, straightforward way that demonstrated the quality, innovation and superiority of the product. Creativity was key. Beyond its superior performance attributes, the key differentiator was the unique, highly-reflective finish that would make any yacht stand out, tapping into a key emotional driver for a highly aspirational audience. 'For the world's best yachts', tapped into that elevated positioning. Further campaign and product positioning statements, coupled with strong visuals that emphasised its highly reflective surface, has resonated strongly with their target personas.





If you think the finish looks good,  
wait till you feel it.

MegaGloss is designed to give an incredible mirror-like finish that's guaranteed to last. This fabulous wet-look topcoat is durable and offers real flexibility. It's a must-have finishing touch that will turn heads in any marina. It's not really finished until it's MegaGlossed. Find out more at [jotun.com](http://jotun.com)



**MegaGloss**  
For the world's best yachts™

FIFTH RING 2024

For the world's best yachts™



Finish is everything.

The shape of a superyacht, with its flat planes, its straight lines, its curves and its angles define not only how it performs on the world's oceans, but how it looks in the world's prestigious marinas.

MegaGloss delivers a GlassTouch finish, a wet look appearance that feels like glass to the touch and a gloss level that can last up to twice as long as traditional yachting topcoats. Its wet look appearance offers such high gloss levels that it looks wet, even before the yacht enters the water. For today's superyachts, the demand for superior hydrodynamics and the ultimate aesthetic across every detail of the yacht should be the best in the world. MegaGloss can give you the pinnacle of topcoat finishes, with a gloss retention guaranteed for up to 48 months, ensuring every detail is reflected in the quality of your yacht, year upon year.

For the ultimate finish that looks and feels like no other, make sure your yacht is MegaGlossed.



Jotun Care.  
Your yacht, and your team  
taken care of.



Taking care of the world's best yachts doesn't start and stop at developing the yacht coatings for them. At Jotun, we take support seriously. We've listened closely to captains and crew over the years to ensure Jotun can be with you, whenever and wherever you need us. We take pride in developing relationships to help you and your crew across the world with not only the finest products, but a smarter, more specialised, tailored service, round the world, round the clock.

From customized specifications to technical support to the latest information on the latest coating technologies, and even regular paint support, we're always here to help you. Contact your Jotun Technical representative today.



Download the JotunCare app for iPhone



Download the JotunCare app for your Android device



If you think the finish looks good,  
wait till you feel it.

OWN THE SPACE - MARITIME

# Results

**139k**

impressions on LinkedIn

**1,039**

clicks

**0.79%**

CTR

**0.79%**

engagement rate

**19.29%**

highest performing organic CTR



# Asia Pacific Maritime

## Growth driven marketing

Fifth Ring was appointed the communications agency for Asia Pacific Maritime (APM) 2024. The team's primary objective was to generate pre-event buzz and boost registrations.

To achieve this, we focused on securing media coverage by collaborating with speakers and exhibitors to identify newsworthy angles aligned with the conference's theme – a key theme being the industry's commitment to a sustainable future.

The speakers and exhibitors were grouped by expertise under key industry topics aligned with APM's conference themes. Grouping the speakers streamlined the pitching process, allowing journalists to identify potential interview subjects efficiently.



# Results

**70**

pieces of media coverage  
across four press releases,

**46**

pieces of media coverage,  
including media interviews,  
event listings and mentions

**63**

media attended the event  
over three days

**305,962,500**

potential reach

# Sulmara

## Growth driven marketing

Sulmara sought assistance from Fifth Ring for public relations and social media to boost market awareness. Despite a differentiated market offering, Sulmara's market presence was weak, ranking second to last in share of voice.

Fifth Ring's discovery identified sporadic previous media efforts. We recommended a robust content programme for long-term success. The PR campaign highlighted Sulmara's advanced, opinionated and modern approach, emphasising technological excellence, project design and environmental stewardship.

This strategy aimed to engage media and potential customers by framing these elements in a fresh and relevant manner.



OWN THE SPACE - MARITIME





## Ocean Power Technologies gets \$1.6 million USV order

BUSINESS & FINANCE

October 24, 2023, by Nadja Skopljak

Ocean Power Technologies (OPT) has received an order from Sulmara for multiple uncrewed surface vehicles (USVs), representing the largest single order of WAM-Vs to date.



Source: Ocean Power Technologies

The order is valued at \$1.6 million. Due to demand, production is already underway and will allow for revenue recognition this fiscal year.

According to OPT, the WAM-V 16 is designed to adapt to various marine environments and applications and will bolster Sulmara's capabilities in various subsea applications, including hydrographic survey, remote inspections, UXO detections, and environmental monitoring, across many markets, including offshore wind development.

"Our investment in a fleet of bespoke WAM-V USVs is marking another pivotal step in our ongoing mission to decarbonize the offshore industry," said Sulmara's COO, Carlo Pinto.

"The collaboration with OPT is proof of their unwavering support and alignment with our environmental and forward-thinking goals. Together, we aim to pave a greener path forward for the offshore sector."

JANUARY / FEBRUARY 2024

OCEAN SENSORS & DATA MANAGEMENT

OWN THE SPACE - MARITIME

FIFTH RING 2024

[Back to overview](#)

[Home](#) > [Subsea](#)

## Rescue vessel to undergo makeover to get ready for renewables

VESSELS

February 21, 2024, by Nadja Skopljak

Scottish subsea specialist Sulmara is set to repurpose an emergency response rescue vessel (ERRV) into a multi-purpose support vessel (MPSV) with the addition of equipment to suit the renewables market.



Related news



(Autonomous) robotics, AI and cloud systems shaping new offshore survey and inspection industry  
7 days ago

Ocean Power Technologies delivers first set of USVs under its largest single order to date  
16 days ago

Sulmara expands its services with new business line  
4 months ago

ADVERTISEMENT



We give green



# Results

**117**

pieces of media coverage

+2,825% increase

**14.4m**

reach

+22,505 % increase

**2,831**

new followers on LinkedIn

+40.8% increase

**Sulmara's share of voice moved  
from second last to third place.**

# Red Wing

## Artful brand positioning

Within the energy industry there is a lack of knowledge and awareness in the supply of women's fit PPE. Red Wing has a leading position in tackling the important issue of gender equality and wanted to further cement their status through a combination of direct communications with customers and broader comms.

Fifth Ring supported the launch and activation of the campaign in late 2021. We develop a compelling, creative and impactful presentation that would work both during the virtual event and post event. This was the first time that Red Wing had participated in a virtual event so presentation training was also provided to ensure that the important messaging was communicated with clarity and confidence. Post-event, we provided media relations and marketing support to ensure that the message continued to be distributed to the target audience.

Following the event Red Wing was commended in the press for their leading stance and raising awareness of the importance of correctly fitted PPE for women.





# EDUCATION. ACCESS. FIT. COMPLIANCE.



Uvex Phosx Clear Lens

V-Guard® Hard Hat with Fas-Trac®

3M Peltor H520P1E Ear Defenders

Ringers 665 R-Flex Impact Glove

76590 Women's FR Coverall

3290 Red Wing PetrolKing ladies

**ENQUIRE NOW**

AVAILABLE FROM OUR ALTENS HQ

**RIGHT FIT FOR WOMEN  
MAKES EVERY DAY  
INTERNATIONAL  
WOMEN'S DAY**



71% of women are  
being put at risk  
with ill-fitting PPE.



Join us 31 March at  
11am to understand  
how you can close  
the gender PPE gap.

**BOOK YOUR  
PLACE NOW >**



## RED WING FOR BUSINESS

CALL 01224 241241

### RIGHT FIT FOR EVERYONE. INDUSTRY-WIDE.



Listen again on how we are working  
with industry leaders to drive PPE  
gender equality in the North Sea.

**LISTEN AGAIN**

#### Education. Access. Fit. Compliance.

The Red Wing Right Fit toolbox has been designed to make sure our customers and their employees have the tools they need to understand why correct fit and wear is important and achieved.



Sizing charts

#### LET'S GET STARTED

Call us at **01224 241241**  
or complete the form below to find out  
about our Right Fit programme and the

# Results

**£20k**

business generated over two  
contract wins

**17**

media pick ups with 3,961  
article reads

**276k**

print reach

**177**

live event attendees

**136k**

impressions

**300+**

event views



# Mooreast

## Artful brand positioning

Mooreast has continually used Fifth Ring for numerous projects over the past several years, relying on our expertise in creative visuals for growth driven marketing. Projects have included:

- Design and finalisation of Annual and Sustainability Reports
- Corporate PowerPoint
- Mooreast Corporate Brochure
- Copywriting services
- Press releases

# MOOREAST

# Anchoring the future of renewables

Designed and fabricated to meet the needs of floating renewables. Backed up by our experience in mooring and rigging.



**Anchors**

We supply designed MAS, MA7 and MA9 drag embedment anchors used in various applications with classification authorities. The anchors, used for temporary and permanent mooring, are suitable for the widest range of soil conditions with the highest weight to strength ratio among subsea foundation types.



**Buoys**

From mooring buoys to surface buoys, we have developed our own design and provide standardised types and special designs to fit every project. Typical systems considered are CBM and Admiralty moorings.



**Rental**

A rental fleet of anchors, buoys and mooring lines is available for immediate supply and special design equipment will be considered upon request. We also offer the equipment on a lease/purchase basis.



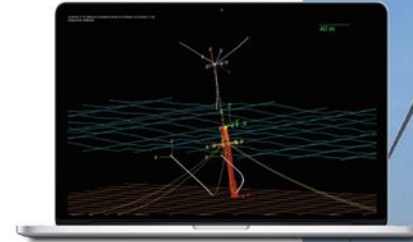
**Rigging**

Our rigging department provides hoisting materials, wire rope and synthetic slings, shackles, and connectors of major brands. We also keep stock of commonly used sizes and types. Material testing is also provided by our installed testing bed up to 600 mT.



**Renewable energy solutions**

We offer mooring solutions for floating wind turbines, offshore Solar PV and tidal turbine projects in Asia and Europe.



**Specialised proprietary solutions**

- **The Orca Suite**  
Designed for hydrodynamic & vessel response analysis
- **The Ariane7 Software**  
Specially developed for mooring and offloading analysis of floating structures
- **The Nv Fe Tool**  
Finite element-based structural assessment & design including contact analysis
- **The Maxsurf Package**  
Created for stability checks & assessment of floaters



**MOOREAST**  
Identity Guidelines v1

**Logo variations**

MOOREAST (white on white or pale backgrounds)

MOOREAST (white on black, dark or coloured backgrounds)

**Colours**

The Mooreast primary colour palette consists of three colours: Mooreast Blue which is a colour derived from the logo and Mooreast Grey. These two colours should be the most predominantly used colours for all branded collateral. Mooreast Yellow can be used as an accent colour to highlight key information.

**The Mooreast primary colour palette:**

<b>Mooreast Blue</b> PANTONE® 297 C / CMYK 85/14/10/16 HEX: #003366 / #003366	<b>Mooreast Grey</b> PANTONE® 265 C / CMYK 40/40/40/40 HEX: #666666 / #666666
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**Mooreast accent colour:**

<b>Mooreast Yellow</b> PANTONE® 109 C / CMYK 10/100/10/10 HEX: #FFCC00 / #FFCC00
--

We enjoy a lasting relationship  
with Mooreast delivering creative  
design support.

# Singapore Shipping Association

## Artful brand positioning

Singapore Shipping Association (SSA) sought to elevate its Annual Report and Financial Statements for the fiscal year 2022. They recognised the need for a professional and visually appealing document that presented their financial data accurately and communicated their brand identity and commitment to the maritime community.

We recommended a modern layout and a colour scheme inspired by the maritime environment. The scheme combines deep blues and maritime accents to align with SSA's branding while adhering to industry standards.

Our creative team proposed multiple cover page concepts, after which SSA selected the design featuring a striking ship at sea to effectively capture the maritime spirit and SSA's identity.







proud of the reputation it  
the global shipping industry  
collective body to ensure that  
works effectively.”

to this significant challenge, SSA organised an emissions workshop bringing together professionals and experts from various organisations to discuss and strategise actions for reducing Scope 3 emissions. The workshop was not only informative but also interactive and helped participants to identify specific initiatives and commitments that can be undertaken to successfully address this issue. Feedback from participants has allowed SSA to collate key points and insights.

Similarly, MPA has been setting ambitious targets for the harbour and pleasure craft sectors to achieve net-zero emissions by 2050 and SSA is committed to support them in this aim. From 2030 onward, all-new harbour craft must be electric, use B100 biofuel, or be compatible with net-zero fuels. The regulator is working with various stakeholders including financial institutions, harbour craft owners and operators, and manufacturers, to lower costs, enhance energy efficiency of existing fleets, and reduce emissions. SSA stands ready to work with the government to facilitate a smooth transition to net-zero emissions in the harbour craft sector. We will engage our members intensively in the coming year to gather industry feedback and advocate these concerns back to regulatory agencies to make this transition one that will work for all.

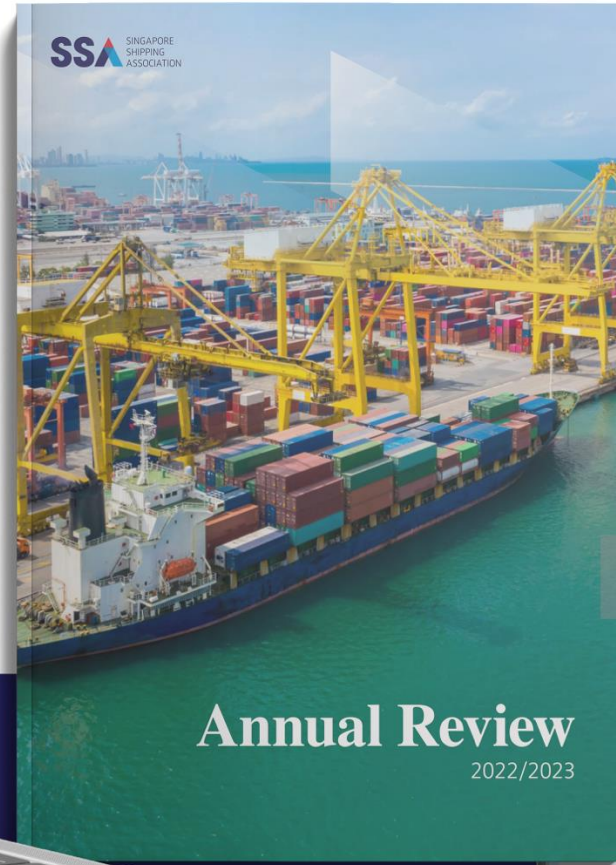
The industry acknowledges the importance of cleaner fuels in reducing emissions and determined efforts have been made to promote the uptake of cleaner fuels, including biofuels, in the Port of Singapore. SSA's Marine Fuels Committee, led by Mr. Apostolos Boutos, has developed an information package to raise awareness and understanding of biofuels among members. This initiative aims to encourage further trials and research on biofuels, facilitating their integration into the long-term energy transition of the industry.

### An Efficient International Maritime Centre

Improving productivity is a key focus for the maritime industry. Enhancing efficiency and streamlining processes can lead to increased competitiveness and operational effectiveness. By leveraging digital technologies, automation, and optimisation strategies, the industry can achieve higher productivity levels.

Singapore is proud of the reputation it holds within the global shipping industry and works as a collective body to ensure that the entire hub works effectively. When an issue arises, as with the fuel contamination outbreak in 2022, SSA along with the rest of Maritime Singapore moved swiftly to remedy the situation and ensured that improvements were implemented to avoid a recurrence. To that end SSA, in collaboration with the MPA, established a fuel expert group to strengthen the quality assurance of bunkers supplied in Singapore. This group will be making recommendations to the MPA on measures to ensure the supply of high-quality fuel to ship owners and operators will not be compromised in the future.

Workforce and skill shortages continue to be a concern to our industry and our preparedness will be a determining factor in how maritime will thrive in the future. SSA is pleased to have joined forces with MPA, together with the unions, SMOU and SOS, a true tripartite effort, to launch Sail Milestone Achievement Programme (SAILMAP), an ambitious plan with monetary incentives, to encourage local seafaring. We hope to have, annually, 50 Singaporeans and PIs to tap on this SAILMAP so that in time to come, we would have trained a strong pool of sea-to-shore professionals for our companies in Maritime Singapore. We asked for support from all our companies to provide places on board their ships for here, to provide places on board their ships for the inaugural batch of 21 seafarers were awarded financial incentives that will allow them to attain seafaring qualifications and training.



SSA SINGAPORE SHIPPING ASSOCIATION

# Annual Review

2022/2023



# SINGAPORE SHIPPING ASSOCIATION

## About Us

Singapore Shipping Association (SSA) represents a wide spectrum of shipping companies and other businesses allied to the shipping industry. It is a national trade association formed in 1985 to serve and promote the interests of its members and to enhance the competitiveness of Singapore as an International Maritime Centre.

To achieve its objectives, SSA engages and collaborates with key stakeholders in the shipping industry and is a trusted partner to related government agencies. It is also actively involved in promoting the interests of shipping in Singapore and internationally.

Additionally, SSA co-operates with other regional and international shipping organisations to protect the marine environment and promote freedom and safety at sea.

As a not-for-profit organisation, SSA, on behalf of its members, strives to give back generously to the community through engaging in numerous activities as part of its commitment to Corporate Social Responsibility.

As of end March 2023, SSA represents 487 member companies, comprising of shipowners and operators, ship managers, ship agents, and other ancillary companies such as shipbrokers, classification societies, marine insurers, bunker suppliers, maritime lawyers, and shipping bankers amongst others.

To enhance the vibrancy and further grow the maritime ecosystem, the association has expanded its membership to include technology start-up companies, as part of its strategy to promote digitalisation within the industry.



## Our Mission

### As an Association

SSA protects and promotes the interests of its members. It undertakes activities on maritime matters which are relevant and beneficial to its members.

SSA also strongly supports training and development of its members' employees by providing an array of industry-relevant training courses through its Executive Development Programme.

### For the Industry

SSA takes the view of the global maritime industry in entirety through its role in promoting the interests of shipping in Singapore and the rest of the world actively engages with other. The association co-operates and actively engages other maritime organisations both locally and globally in key trends and new regulations of the industry.

### For Singapore

The Association works closely with the government of Singapore, as a trusted advisor, to protect the extensive interests of the Singapore maritime industry, in addition to promoting Singapore as a key global maritime node and International Maritime Centre. SSA provides a platform for its members to actively participate in events, sharing their collective subject-matter expertise, to drive key issues of concern relating to Singapore's maritime sector.

### For International Shipping

SSA cooperates with government and non-government organisations to promote freedom of navigation and safety at sea and to protect the marine environment.

This approach effectively merged industry compliance with engaging design, creating an appealing document that communicated SSA's mission and achievements to stakeholders.

# Acteon

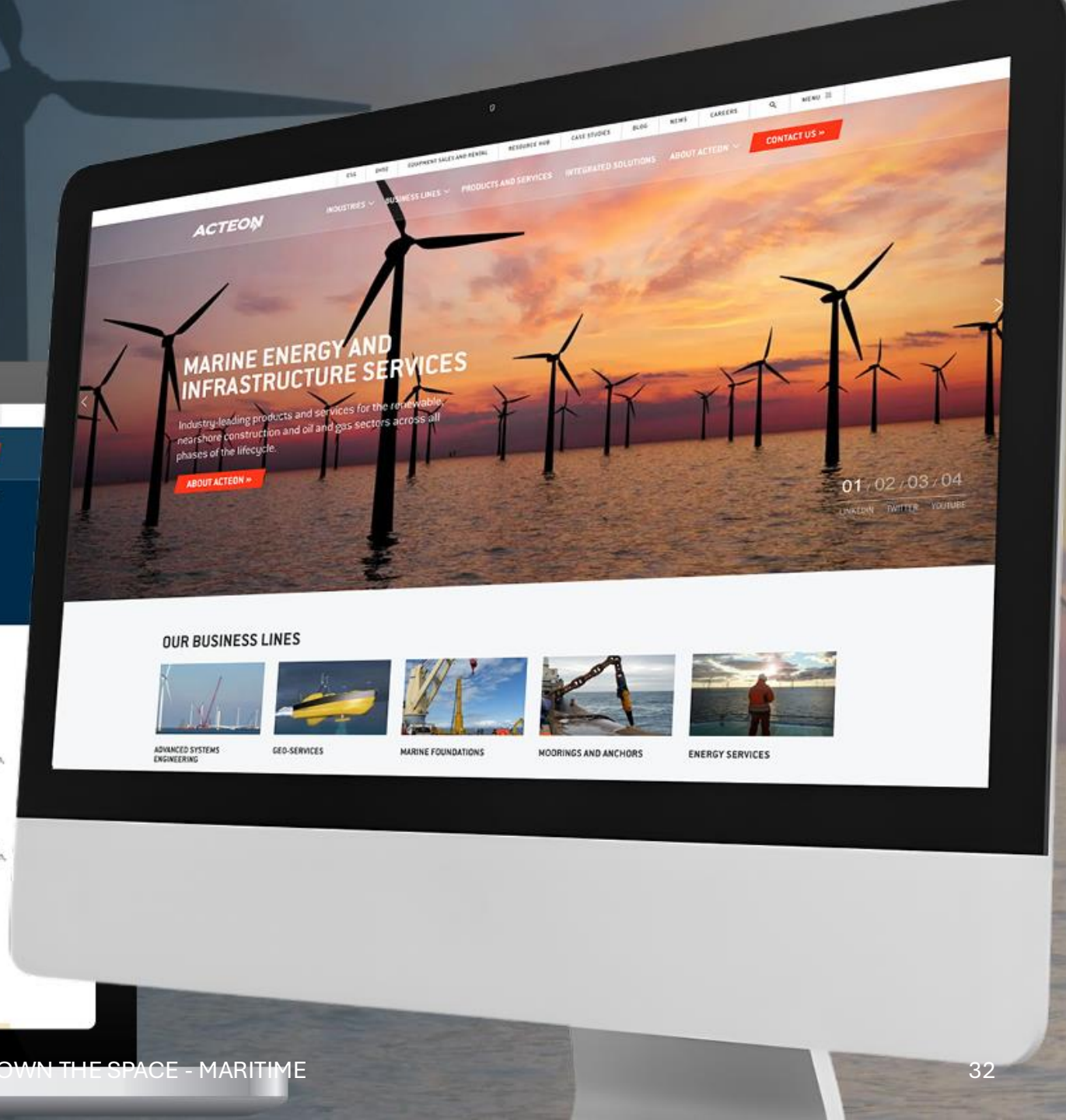
## Growth driven marketing

When Acteon decided to unify all group businesses under a single group website they contracted Fifth Ring to deliver the website migration project.

This included:

- Repositioning of market segments, rather than group companies, at the centre of the presentation of the business
- Refreshed visual style and impactful web design
- Restructured navigation
- Created and streamlined new branding across the website
- Integrated 20 companies into one primary website
- Implemented sophisticated CMS configuration to manage all content





ACTEON

INDUSTRIES ▾ BUSINESS LINES ▾ PRODUCTS AND SERVICES INTEGRATED SOLUTIONS ABOUT ACTEON ▾ CONTACT US ►

OUR BUSINESS LINES

LINKEDIN TWITTER YOUTUBE

## OUR BUSINESS LINES



### ADVANCED SYSTEMS ENGINEERING

Acteon applies independent expertise and leading-edge engineering to the planning, design, delivery and management of all types of offshore energy infrastructure. We offer multi-disciplinary engineering expertise in marine structure dynamics; fixed and floating wind systems; minimum facility platforms; hardware delivery management; asset integrity management; geotechnical consulting and environmental planning.

Combining unrivalled domain knowledge with leading-edge technology enables us to solve our customers' most challenging engineering projects. Through our experience in the design, structural analysis and integrity management of dynamic offshore structures, we help customers achieve their goals efficiently and cost-effectively.

ADVANCED SYSTEMS ENGINEERING ►

ACTEON

INDUSTRIES ▾ BUSINESS LINES ▾ PRODUCTS AND SERVICES INTEGRATED SOLUTIONS ABOUT ACTEON ▾ CONTACT US ►

## MARINE ENERGY AND INFRASTRUCTURE SERVICES

Industry-leading products and services for the renewable, nearshore construction and oil and gas sectors across all phases of the lifecycle.

ABOUT ACTEON ►

01 / 02 / 03 / 04

LINKEDIN TWITTER YOUTUBE

### OUR BUSINESS LINES



ADVANCED SYSTEMS ENGINEERING



GEO-SERVICES



MARINE FOUNDATIONS



MOORINGS AND ANCHORS



ENERGY SERVICES



OWN<sup>THE</sup>SPACE

Thank you.

FIFTH  RING

