

Selling added value to a target group that is forced to purchase



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Alfa Laval is one of the world's best known brands, whose central operation is based in three key technologies: heat transfer, separation, and fluid handling. All three have great importance for industrial companies around the globe – especially in the maritime industry. Alfa Laval is a pioneer in ballast water treatment, and in 2015 they launched Alfa Laval PureBallast 3.1 with a system for smaller vessels.

The challenge

The shipping industry is currently preparing for stricter regulation requiring ballast water to be treated prior to discharge. Within five years of the legislation's approval, all vessels must be equipped with a system capable of cleaning ballast water to a specific level, otherwise they will face fees or the possibility of being banned from harbors. The challenge is to convince shipping companies to invest in Alfa Laval's premium product rather than installing cheaper products that, although meeting legal requirements, do not operate in all types of water and have a shorter lifespan.

Analysis

Shipping companies that spent years hoping the proposed regulation wouldn't come to anything are now facing the consequences of needing to meet legal requirements and also have a trouble-free operation.

By clarifying the consequences of not having optimal ballast water treatment, the decision moves from the routine ("we'll install the cheapest option that

complies with the law") to being a choice to minimize risk ("we'll invest in a high quality solution to avoid problems in the future").

The principle

A customer cannot understand how good a solution is until they understand the problem in its entirety. In other words, to appreciate the advantages of PureBallast, shipping companies must see how they can miss out on business if they invest in the wrong ballast water treatment system.

The solution

In the spring of 2015, Alfa Laval held a global launch of PureBallast 3.1 with a smart and comprehensive campaign site as the engine in their communication.

Through the campaign site (alfalaval.com/pureballast3), DM, and advertisements, PureBallast is presented as a system that – with secure technology for treating all water types – provides access to any harbor without comprimising business potential.

On the campaign site, prospective customers can analyze their needs, carry out simulations, compare PureBallast with other systems, and, of course, study the product in detail.

The text "Complying without compromise" objectively highlights the facts of the regulation, what is needed to fulfill requirements, and how you can choose the best system. Naturally, Alfa Laval's solution meets all the listed criteria.

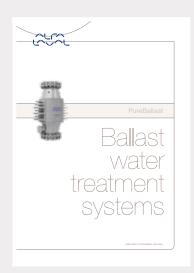
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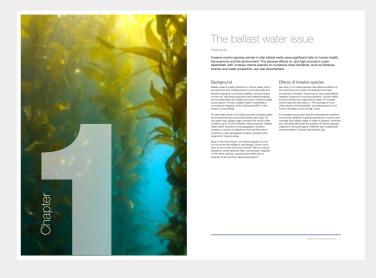
"The release of PureBallast 3.1 has been a success and has quickly established Alfa Laval as a market leader for smaller systems as well. We recently received an order for over 100 systems from one of our customers."

Anja Simonsson

Central Communication Manager, Marine & Diesel

All the possibilities – and no compromises













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Do you share our ambitions to become a global winner? Let's meet and discuss how.

Some of our customers:

Alfa Laval Helsingborgs Hamn Norden Assa Ablov Helsingborg Perstorp AB Awapatent HemoCue Posten Norge Bluetooth Hiab Rapid Borgestad Industries Höganäs AB Ruukki Bostik Rydahls JBT Corporation Bring Kalmar Saah Contura Lantmännen Safmarine Diab Lindab Sandvik Duni Maersk SSAB Ecophon Medius Stora Enso Enfo Sulzer Midroc Green Cargo Munkfors Tetra Pak Gyproc Navetti Valmet Haldex Nederman Yara



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