

## City



### Winner

#### Bringing Stobart to the Stock Market

Stobart Group

Lansons Communications

Haulier Eddie Stobart was set to become more than just a trucking company through a proposed merger with Westbury Property Fund to create an integrated transport and logistics group with a listing on the London Stock Exchange (LSE).

Representing both parties, Lansons Communications was briefed to raise the profile of the group as a public company, by exploiting the Stobart brand while ensuring coverage reflected Westbury's role.

Despite the Eddie Stobart brand, it was feared the £138m transaction was not significant enough to generate substantial coverage in the business and City press, so Lansons also targeted the broader consumer, regional and broadcast media.

National newspapers from the

*Financial Times* to *The Sun* were verbally briefed, while model trucks were issued to all media and analysts as gifts. On the day of the announcement of the merger, the new management team arrived at the LSE in a Stobart lorry driven by managing director William Stobart, who parked the vehicle in Paternoster Square. Celebrity 'Stobart spotters' were used to give the story a personal perspective.



**By parking an Eddie Stobart lorry outside the LSE for a day, Lansons secured extensive coverage for a relatively small IPO**

**Don Hunter**  
associate partner, Finsbury

Lansons supplied B-roll footage of Stobart facilities and management interviews to news outlets to demonstrate the inter-modal nature of the group, which would involve waterways and rail, as well as road haulage.

Leverage of the Stobart brand ensured a relatively small deal became the lead business story of the week, breaking online and across consumer and business broadcast media, followed by extensive coverage in the City and business press. Cartoons appeared in *The Times* and *The Guardian*.

National business coverage was positive, reflecting the nature of the enlarged company and what each business brought to the deal.

Stobart Group CEO Andrew Tinkler says: 'Lansons planned thoroughly and delivered a well-structured day that met all of the campaign's objectives. The results were widespread, and more importantly reflected the messages that we set out to put across.'

the works