



## CASE STUDY

# TRANSLATING LOGISTICS EXPERTISE INTO THOUGHT LEADERSHIP

### INDUSTRY

Supply chain

### CHALLENGE

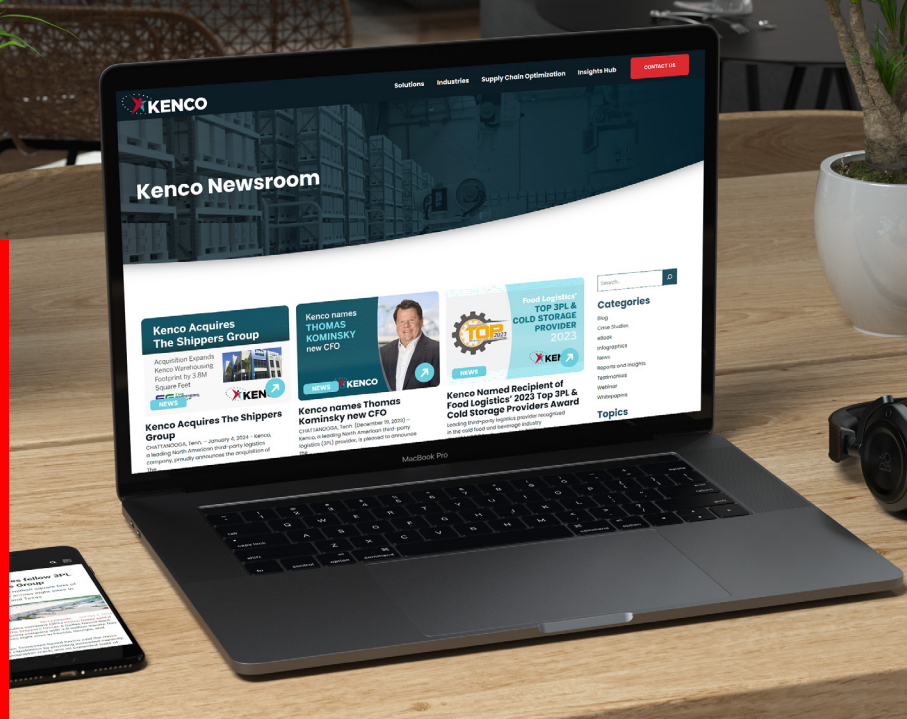
Generate media interest in Kenco's brand and its depth of experience in customized logistics solutions and warehousing services

### SOLUTION

Create a thought leadership program that delivers a steady stream of earned coverage through press releases, contributed articles, awards, and speaking opportunities

### EXPERTISE

Media relations | Content marketing  
Public relations



When you're in the business of third-party logistics (3PL), your job is to make supply chains run like clockwork behind the scenes – but you can't be invisible when it comes to marketing yourself.

With 70+ years in business and 100-plus locations, Kenco sought to secure its position as a leading 3PL, offering customized logistics solutions and warehousing services throughout North America. But, in a crowded field, Kenco needed to be viewed as more than a "me too" vendor.

Wanting instead to stand out as a trusted innovator and industry expert, Kenco turned to Arketi Group to build its brand through a public relations program that would showcase its depth of subject matter experts and their thought leadership.

## MEASURING WHAT MATTERS



**70+**  
earned media  
placements



**57M+**  
total audience reach



**14**  
award recognitions

## UNEARTHING HIDDEN GEMS

We launched our engagement with a deep dive into Kenco's business objectives, communications strategies, and areas of growth or opportunity for our PR program to leverage. A few early steps included:

- Interviews with Kenco's SMEs to formalize their thought leadership platforms and the topics they could comfortably and confidently address with media.
- Researching past coverage, relevant media outlets, and a hit list of journalists.
- Curating editorial calendars and unique pitch angles for the SMEs – particularly on topics not addressed by other industry stakeholders.

These conversations revealed multiple industries and markets our PR program could harness: 3PL, retail, supply chain distribution, eCommerce fulfillment, comprehensive transportation management, and material handling equipment services – to name a few. From these insights and our research, we built out an ambitious PR strategy and plan for the year.

## HARNESSING EARNED MEDIA

The Kenco-Arketi team set a goal of securing 30 earned media placements within 12 months to increase Kenco's share of voice across our target media outlets. But there's more to PR than bylined articles. We also aimed to land four speaking engagements for Kenco SMEs and six awards for the company overall.

With our strategy in place, Arketi turned on the Kenco news flow faucet by developing and distributing press releases highlighting new or enhanced solutions, customers, partnerships, upcoming events, and other significant company announcements. We leveraged these as newsworthy starting points to engage media and demonstrate Kenco's growing momentum within the industries it serves.

We also began proactive media outreach – offering interviews, written responses, and contributed articles from Kenco SMEs. And as our thought leaders began to develop relationships with media, Arketi then took things a step further by “newsjacking” opportunities, pitching Kenco to breaking news and emerging trends.

In turn, we then leveraged these media opportunities to bolster our speaking proposals and awards nominations. Drawing on our SMEs' insights and forward-looking perspectives, Arketi crafted engaging, tailored proposals for industry conferences and awards. The PR flywheel in action!

“ Our collaborative partnership with Arketi Group helps us tell the Kenco story across all our key verticals and industries. The firm's deep B2B experience enabled our account team to get up-to-speed quickly so we could focus our efforts on generating meaningful results that moved the needle to increase our share of voice. They secured double our earned media goals in 2023, while at the same time building relationships with our subject-matter experts to uncover engaging thought leadership for us to share with prospects, customers, and the media.

EMILY HENDERSON

Marketing Communications Manager  
Kenco

## THE VALUE OF THOUGHT LEADERSHIP

In the 12-month campaign, Arketi secured 76 earned articles and stories for Kenco – more than double the goal – including executive interviews with quotes published in the pages of The Wall Street Journal and Chief Executive.

We also made Kenco ever-present across its audiences' top trade publications, including SupplyChainBrain, Inbound Logistics, Modern Materials Handling, Chain Store Age, and Food Logistics magazine, well exceeding our initial goal and generating a total audience reach of 57 million.

Expectations were also exceeded with 14 award wins for Kenco and multiple speaking engagements that positioned its SMEs as trusted industry thought leaders.

The trick to it all? Powerful B2B storytelling. Kenco's people, products, and solutions play an integral role in our global economy. Arketi helped Kenco uncover those stories and develop them into engaging narratives for the media to then share with their audiences – which just so happens to include Kenco's prospects and customers.