



FELLOWSHIP



DP WORLD

15 YEARS OF HELPING LONDON GATEWAY GROW

Sector: Logistics **Employees:** 1,000+ **Client Contact:** Various Business Departments

DP World London Gateway is the UK's most advanced, integrated logistics hub. It consists of a deep-sea container terminal and Europe's largest logistics park. Since 2008, we've worked closely with their marketing, sales, operations and HR teams to deliver hundreds of projects. Here's a snapshot of how we've helped them grow from an empty 1,500 acre site with a handful of staff, to a £182 million turnover business employing over 1,000 people.

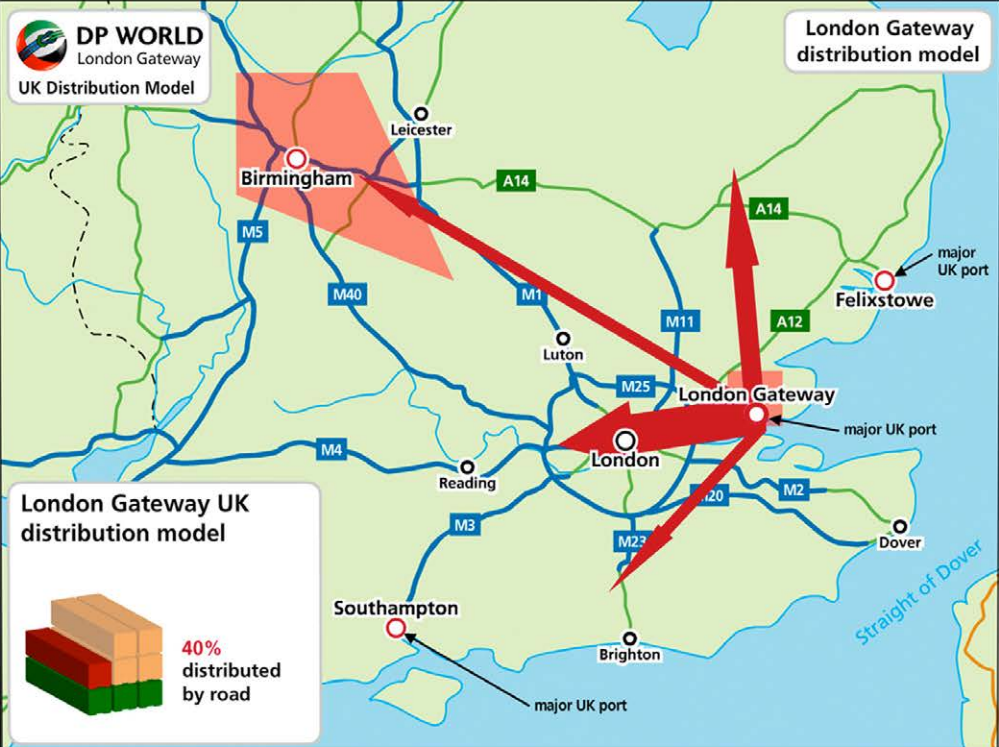


SHARING THE VISION

When we started working with DP World London Gateway in 2008, the 1,500-acre site was empty and there was a very small team in place.

We began by learning about the logistics industry, supply chains, and understanding DP World London Gateway's vision, USP and future plans.





MacBook

Stakeholder presentations

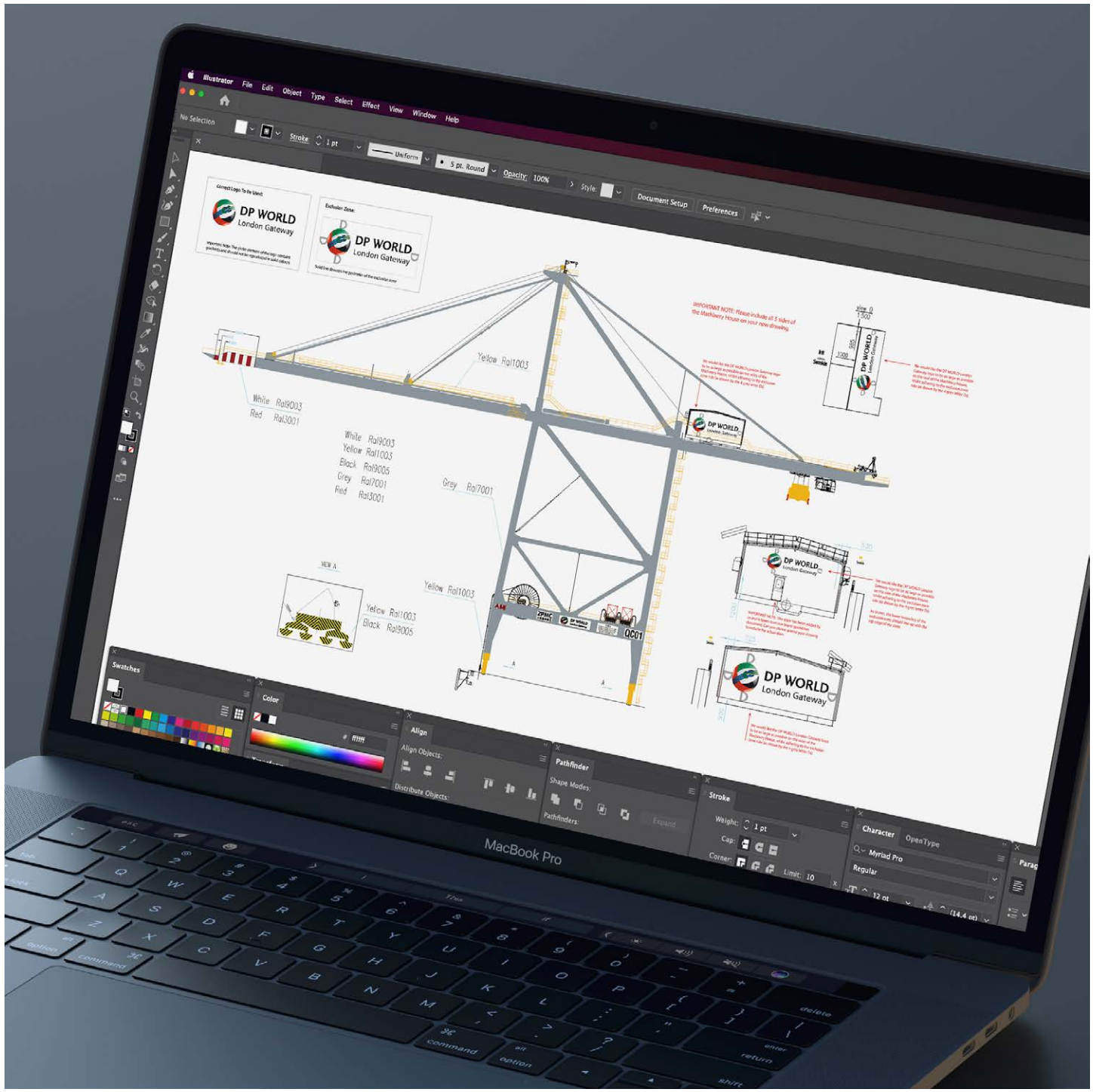
One of our first projects was to create a series of interactive presentations to communicate London Gateway's vision and future plans to stakeholders including government ministers, partners, potential customers and staff.

These ranged from phased build-out presentations to UK distribution models demonstrating the benefits of London Gateway's integrated container port and logistics park.

One presentation focused on a £70 million Highway Works project in conjunction with the Department for Transport. DP World made a significant financial contribution to upgrades to J30 of the M25 and multiple roundabouts on the A13.

Working from civil engineering drawings, we illustrated the existing and proposed roads and junctions, then created animated presentations showing traffic flows.





CREATING BRAND ASSETS

Once building works commenced, DP World's head office in Dubai commissioned us to create the brand assets and guidelines for London Gateway.

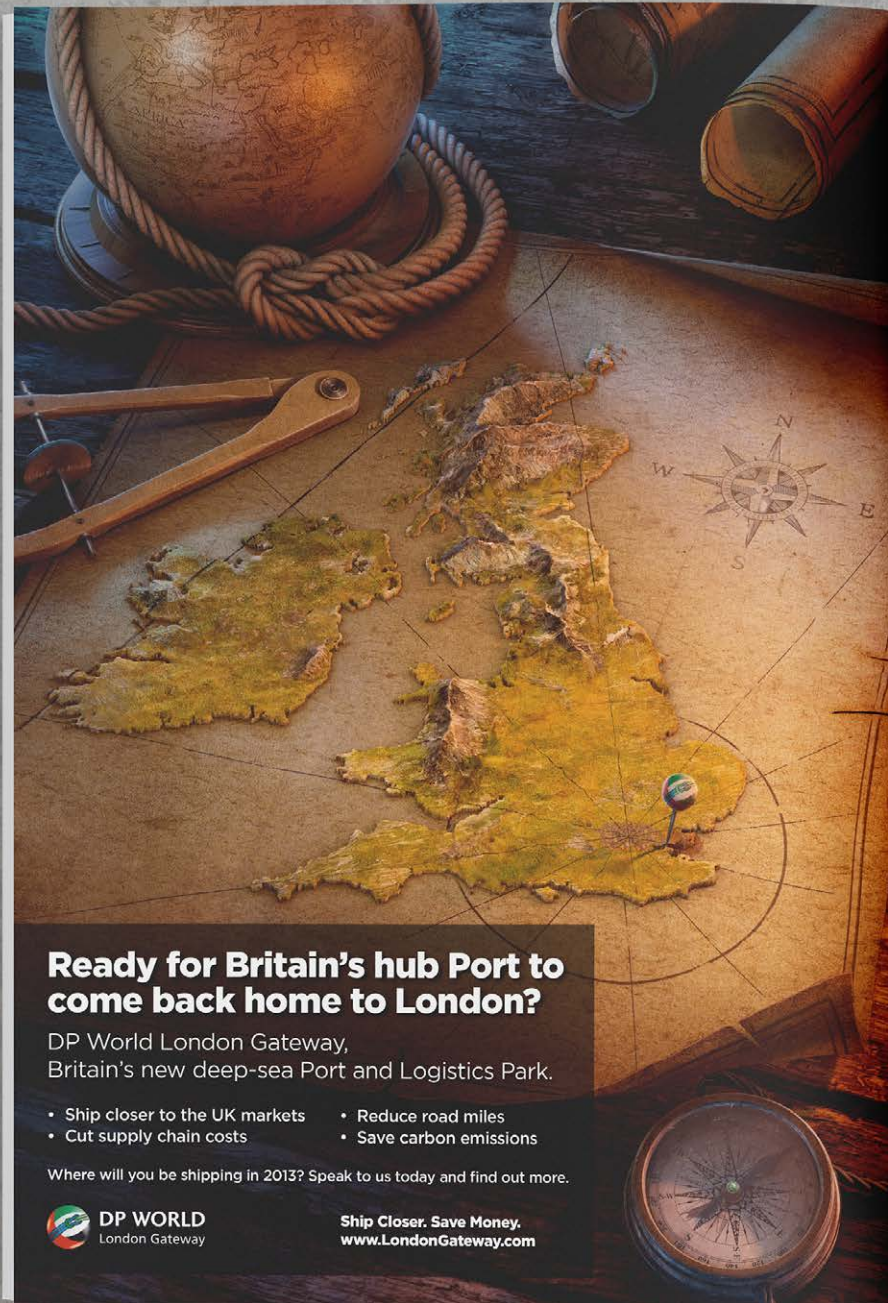
As the external brand guardian, we designed and oversaw the implementation of all branded signage, protective clothing and machinery for the site. This included the main gate entrance sign, automated stacking cranes and some of the world's largest quay cranes at 138m high.



Advertising campaigns

An early challenge was to communicate London Gateway's USP to their target customers – senior supply chain managers.

Consumers are the most important component of a supply chain. With 40% of the population of England & Wales living in London and the South East, London Gateway's location offers considerable advantages and cost savings.




Ready for Britain's hub Port to come back home to London?

DP World London Gateway,
Britain's new deep-sea Port and Logistics Park.

- Ship closer to the UK markets
- Reduce road miles
- Cut supply chain costs
- Save carbon emissions

Where will you be shipping in 2013? Speak to us today and find out more.

 **DP WORLD**
London Gateway

Ship Closer. Save Money.
www.LondonGateway.com

An opportunity to save money so big, you can see it from space

London Gateway is located closer to the UK's major population centres so shippers can get closer to their destination and reduce inland transport costs.



Britain's new deep-sea port will serve the world's largest ships closer to London and within the heart of the South East. The port is also strategically situated closer to the Midlands and the North than other competing ports, providing a unique opportunity to improve supply chains.

With one million square metres of logistics park on-site, excellent road and rail connections, combined with the most advanced port technology, shipping to Britain is about to get more reliable and cost effective.

Ensure London Gateway is on your Bills of Lading and take advantage of an opportunity so big you can see it from space.



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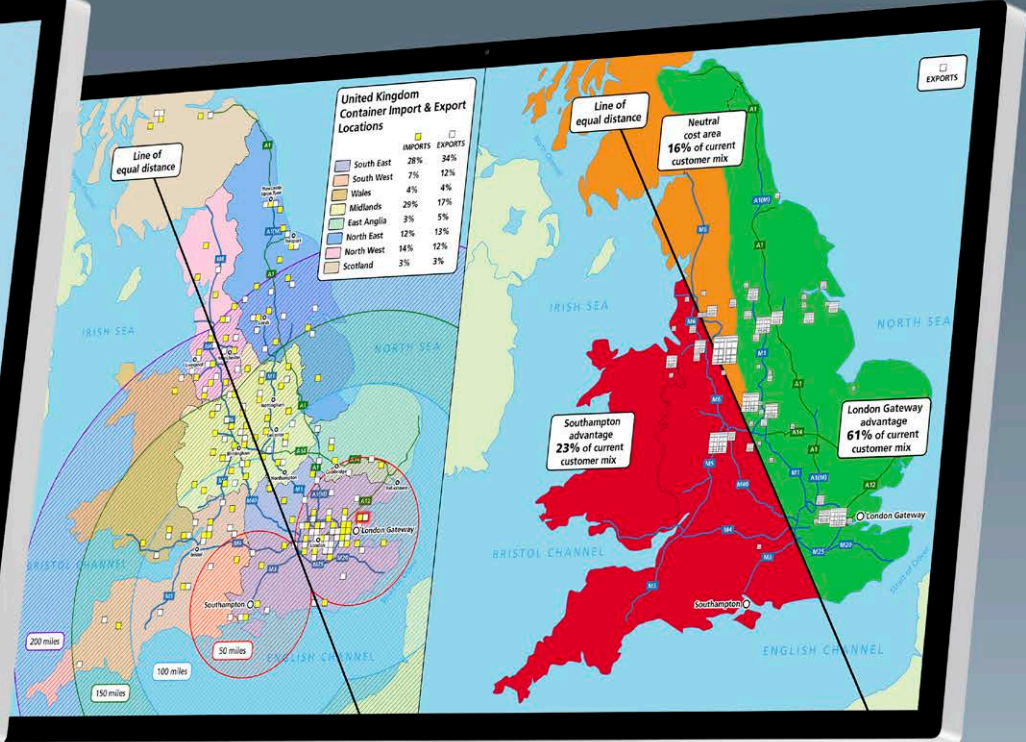
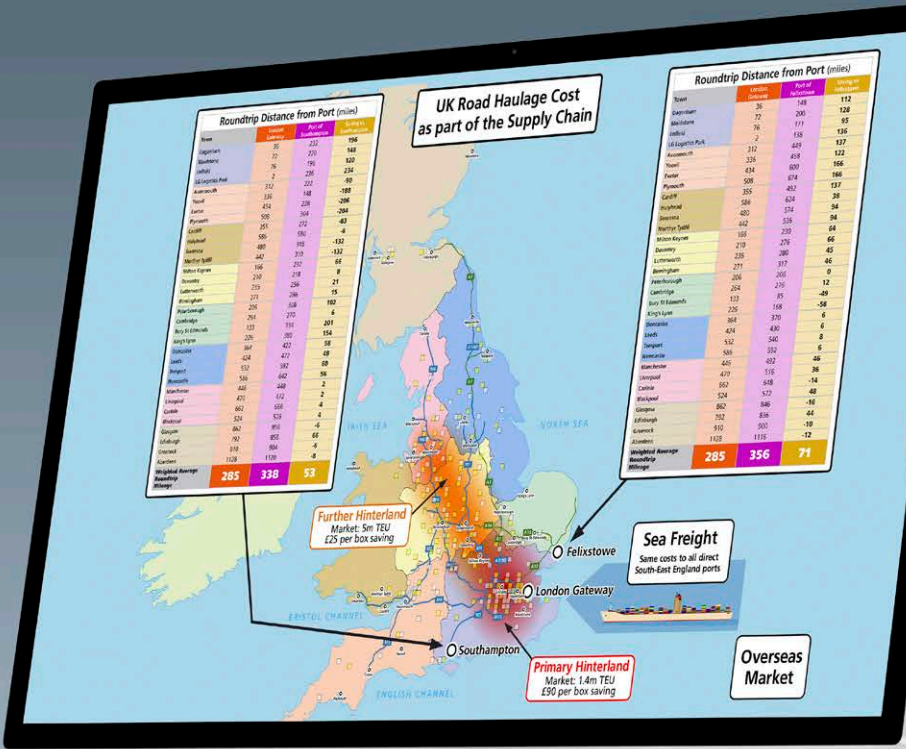
With our CGI partner, we created a series of stunning adverts for trade publications to demonstrate London Gateway's close proximity to this densely populated consumer market.

DATA VISUALISATION

Leading up to the opening, we produced a series of infographics and presentations to communicate another benefit – its integrated container port and logistics park.

We used ONS data to visualise key logistics information such as import and export locations and road haulage costs. These demonstrated the potential savings London Gateway offers over rival ports.







EVENTS

We've designed and supplied signage, banners, flags and invitations for over 40 events at DP World London Gateway, including:

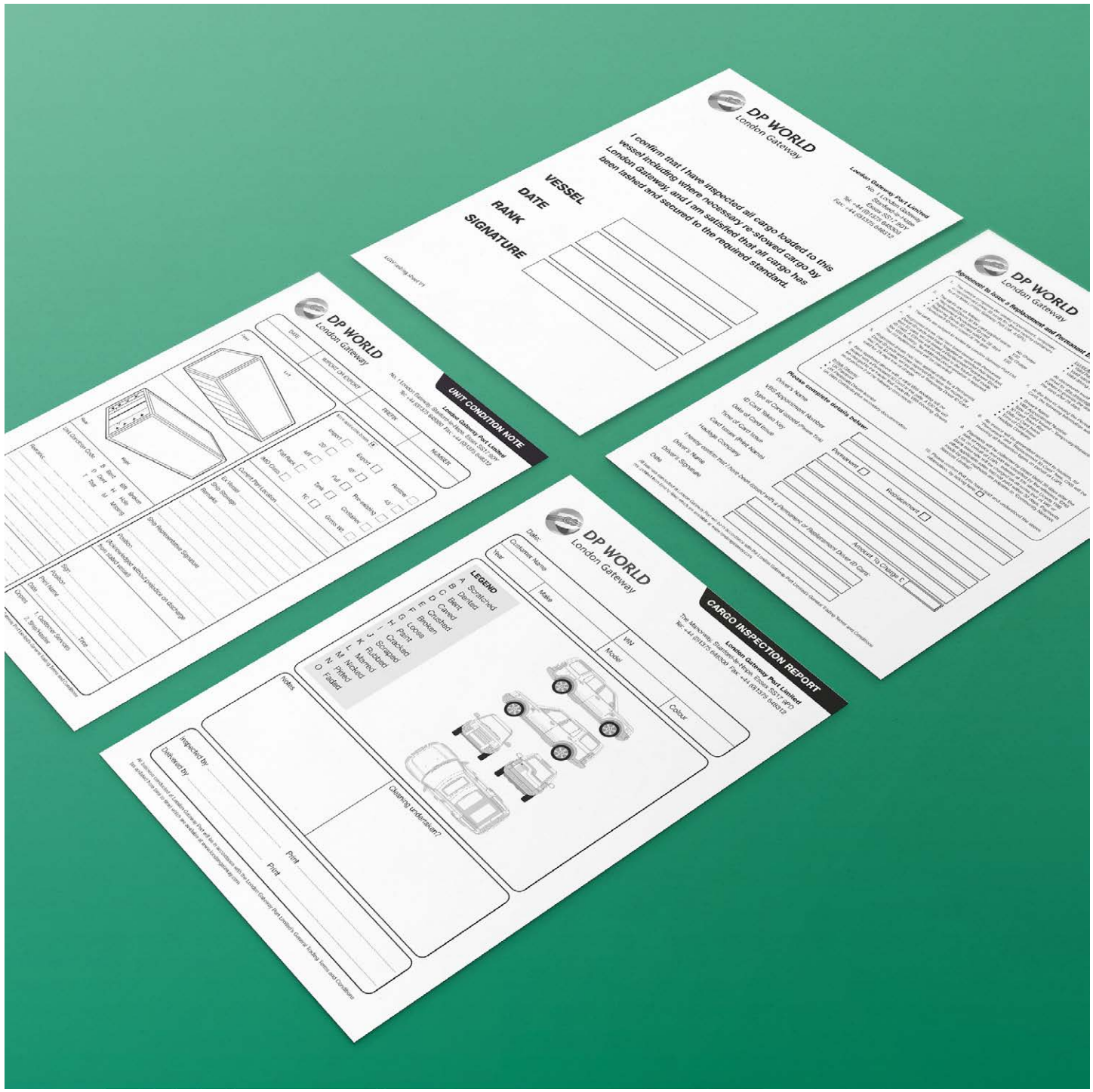
- The grand opening event in 2013.
- The first ever UK to China export train – a 7,500-mile journey that departed London Gateway in 2017.
- The 'United for Wildlife' event, attended by HRH, the Duke of Cambridge.

High profile event

In June 2013, Prime Minister David Cameron delivered a keynote speech on global trade at DP World London Gateway to 200 business leaders.

With just a few days' notice, we designed and supplied 75sqm of foamex boards for their presentation suite. We also produced a range of banners and signage for the event.





OPEN FOR BUSINESS

After more than a decade of planning and construction, London Gateway's container port welcomed its first scheduled container ship on 7th November 2013.

During the build up to the grand opening, we produced a range of essential operational forms and materials.

ROLLING OUT A REBRAND

DP World is a leading logistics company with annual revenues in 2021 of \$10 billion and over 100,000 staff.

When they rebranded in 2016, the marketing team asked us to create the new brand assets and materials for London Gateway. This included:

- Corporate stationery, envelopes, pocket folders and email signatures.
- Excel, Word & Powerpoint templates.
- Sales and marketing collateral.



The average Brit will spend **almost half** of their monthly salary on Christmas

44%

Source: Macthreads

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55% of UK consumers buy the majority of their gifts online

55%

Source: Nationwide

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London Gateway

LOGISTICS PARK

The modern container carries more than **90 percent** of all goods in world trade

90%

Source: Maersk

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London Gateway

Anticipated spend for UK consumers this Christmas is **£748 per person**

£748

Source: Rubicon Project

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LOGISTICS PARK

On average, Brits buy a total of **15 gifts** each year, though one in ten buy more than 30

15

Source: Nationwide

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LOGISTICS PARK

Most popular Christmas gifts for 2016: Hatchimals, Nintendo Entertainment System, Baby Alive. All have arrived in the UK in a container

2016

Source: Think With Google

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Some of the UK's biggest retail centres are located **within 1-hour's drive** of DP World London Gateway. Distributing gifts to store couldn't be quicker, greener or easier.

within 1-hour

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LOGISTICS PARK

One TEU can carry **8,000 pairs of trainers**. 18,000 containers can hold 144 million pairs

8,000

Source: Maersk

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Social media banners & campaigns

We created image assets and post templates for London Gateway's Twitter, Facebook & LinkedIn pages.

We also designed a social media campaign focusing on consumer statistics relating to Christmas gifts.

Large format graphics

We applied the new brand to popup stands and banners for London Gateway's headquarters and numerous exhibitions, including the UK's leading logistics event – Multimodal.





We designed a series of advert templates for trade publications and we redesigned the quarterly Gateway News newsletters.

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London Gateway

THE BIG PROGRESS PICTURE...

WORK HAS STARTED ON THE CONSTRUCTION OF BERTH THREE AND THE REMAINING GRAVITY CONTAINER YARD BEING BUILT AND RUN BY PENARLA IS IN PROGRESS. THE KRAVNIKOS ON THE LONDON GATEWAY LOGISTICS PARK, WORKS ON THE LONDON GATEWAY LOGISTICS CENTRE HAVE BEEN COMPLETED, WHILE CONSTRUCTION HAS BEGUN ON THE OTHER REMAINS BETWEEN WOLLA AND PENARLA.

PHASE 1 OFF DOCK CONTAINER YARD

PHASE 2 OFF DOCK CONTAINER YARD

HARBOUR WALLS

PHASE 3 WORK COMMENCED

PHASE 4 OFF DOCK CONTAINER YARD

PHASE 5 OFF DOCK CONTAINER YARD

PHASE 6 OFF DOCK CONTAINER YARD

PHASE 7 OFF DOCK CONTAINER YARD

PHASE 8 OFF DOCK CONTAINER YARD

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PHASE 100 OFF DOCK CONTAINER YARD

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GATEWAY NEWS

SPRING ISSUE, MARCH 2016

WORKS ON THE LONDON GATEWAY LOGISTICS CENTRE ARE COMPLETED, WHILE CONSTRUCTION HAS BEGUN ON THE OTHER REMAINS BETWEEN WOLLA AND PENARLA.

LAUNCH OF THE LOGISTICS CENTRE

WORKS ON THE LONDON GATEWAY LOGISTICS CENTRE ARE COMPLETED, WHILE CONSTRUCTION HAS BEGUN ON THE OTHER REMAINS BETWEEN WOLLA AND PENARLA.

DP WORLD LONDON GATEWAY
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ANOTHER DAY ANOTHER GIANT! MUNKEBO MAERSK SETS A NEW RECORD

DP WORLD LONDON GATEWAY HAS PUT IN A RECORD-BREAKING PERFORMANCE BY MOVING THE GIANT MUNKEBO MAERSK INTO THE PORT OF LONDON GATEWAY.

WATCH THE FILM ON YOUR TV

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Gateway News
September 2016

DP World London Gateway welcomes royal visitor

The Duke of Cambridge spent the last day of his visit to the UK at London Gateway, where he visited the port and met with the staff.

DP WORLD LONDON GATEWAY
UNITED FOR WILDLIFE

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London Gateway

Giants of the sea dock at DP World London Gateway as weather closes other deep-sea ports

Record breaking call that ensured a big start to 2016:

UAC vessel transporting more containers than ever before calls at DP World London Gateway

DP World London Gateway has achieved a new record by handling more containers than any other port in the UK in its first year of operation.

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DP World London Gateway

5.5 FIVE STAR SERVICE

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London Gateway

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WEBSITES

We've worked on many website projects for London Gateway, starting with their main marketing website in 2008.

This was followed by a number of websites that we designed and built on WordPress. These included:

- a Highway Works website to keep the local community informed of road closures and diversions during the build.
- Travel Plan, which provides 1,000+ employees with crucial information on transport to and from London Gateway.





Bespoke shipping services map

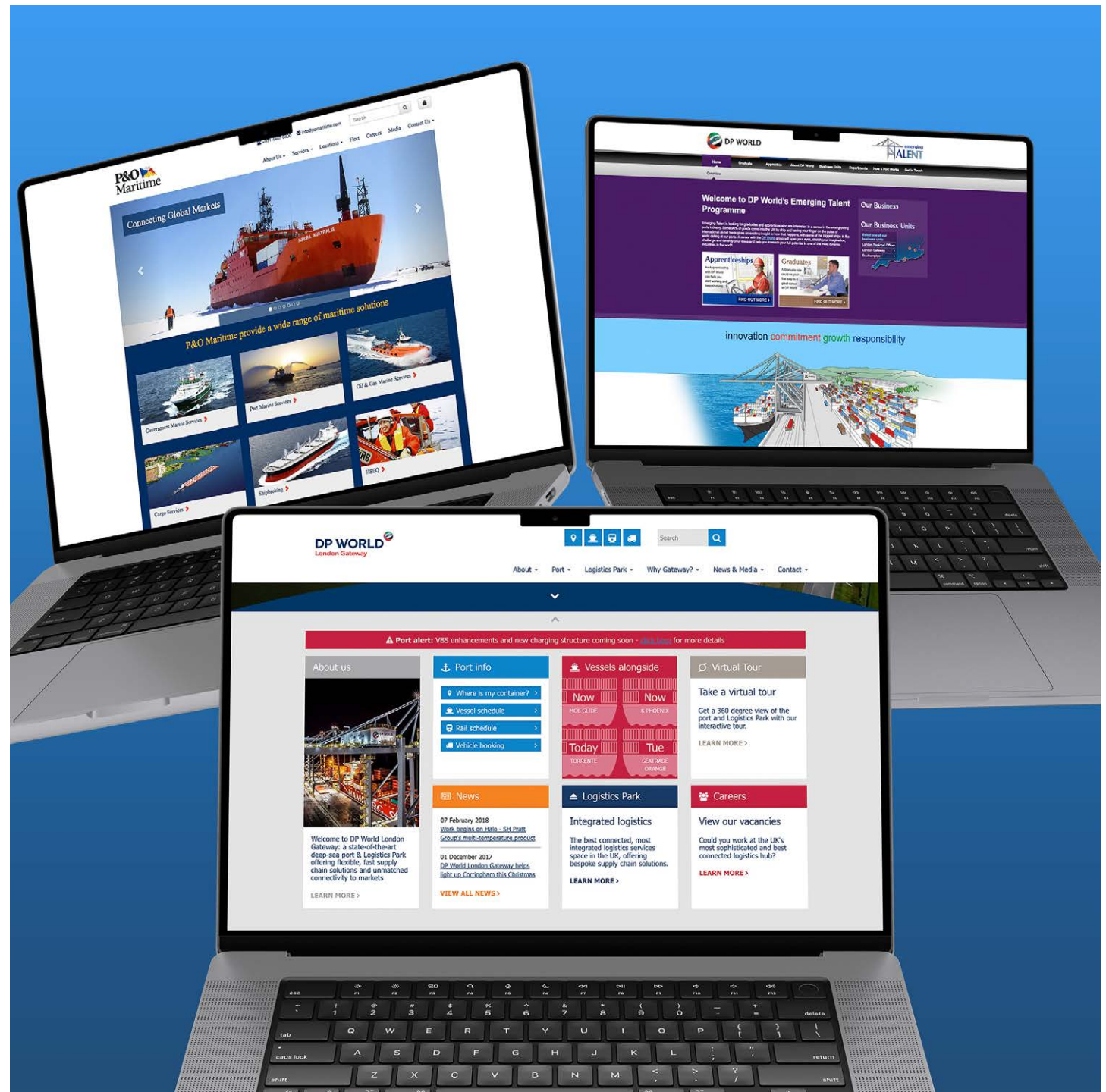
By 2016, the major shipping services were calling at London Gateway. Using D3.js technology, we designed and built an interactive map for the website, allowing users to see – and learn more about – these services.

Fully responsive, the tool shows colour-coded shipping services and enables users to toggle them on & off, animate the routes, zoom in & out and pan around the map.

DP World websites

After successfully delivering multiple websites for London Gateway, we began working with DP World UK's head office to design a number of websites including:

- The DP World suite of websites for its UK/Europe business units.
- Branding and website design for Emerging Talent – a graduate and apprenticeship program.
- P&O Maritime Logistics – a leading provider of marine solutions to the global energy industry.





CAMPAIGNS

Over the years, we've created a range of promotional campaigns with departments including HR and Sustainability.

We've also produced employee campaigns to raise awareness on important on-site issues such as littering and safety.



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LITTER AND YOU'RE RUBBISH!

ALWAYS PUT YOUR LITTER IN A BIN

Research from the Ocean Conservancy shows that nearly 80 percent of plastic waste in the ocean begins as litter on land, the vast majority of which travels to the sea by rivers.



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SLOW DOWN

If someone is hit by a car at 40 mph they are 90% likely to be killed

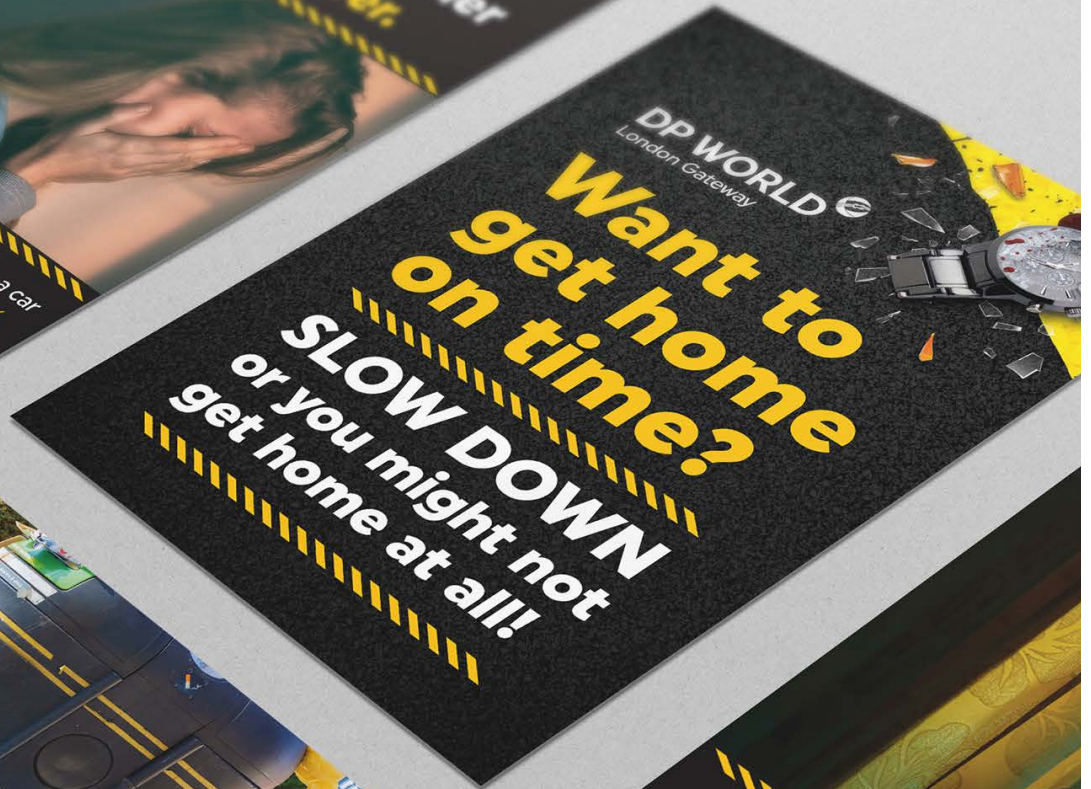


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Want to get home on time?

SLOW DOWN

or you might not get home at all!



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SLOW DOWN

If someone is hit by a car at 40 mph they are 90% likely to be killed



DP WORLD
London Gateway

LITTER AND YOU'RE RUBBISH!

ALWAYS PUT YOUR LITTER IN A BIN

Supercharged advertising campaign

To grab the attention of retail company board directors & senior supply chain managers, we created a stunning, futuristic flying container ship that communicates the efficiency offered by London Gateway's unique port and park combination.

We incorporated the eye-catching visual into adverts for Retail Week, exhibition graphics and billboards.

View the [full case study here](#).



SUPERCHARGE

**YOUR
SUPPLY
CHAIN**



DP WORLD  **LOGISTICS
PARK**
London Gateway

www.londongatewaylogistics.com

Creating the Future, **Now.**

THE RESULT

“ There are unquestionable benefits to working with Fellowship; they provide a personal service, know the business inside-out and when it comes to taking on work, they’re nimble, flexible and knowledgeable. An agency like Fellowship that operates with minimal bureaucracy, means work gets done cost-effectively and quickly – but with no compromise on quality.”



MATT ABBOTT

Communications Officer / Manager, 2014-2019
DP World London Gateway

EXPERTISE PROVIDED

Strategy

Branding

Copywriting

Graphic design

Advertising

Illustration & infographics

3D modelling & CGI

Large format graphics

Print management

Web design & development

BUSINESS GROWTH AFTER 15 YEARS

£182M

TURNOVER

1,000+

EMPLOYEES

2.053M

TEU VOLUME IN 2022



FELLOWSHIP

LET'S WORK TOGETHER

01284 830888 · hello@fellowship.agency

fellowship.agency

Unit 2, Brickfields Business Park, Old Stowmarket Road
Woolpit, Bury St Edmunds, Suffolk IP30 9QS

**BUILDING BRILLIANT BRANDS
AND WEBSITES**



Dev Agency of the Year
(medium size)

