

# Mansfield Oil

Mansfield provides comprehensive fuel supply, distribution, delivery and dispensing solutions to our customers through an integrated network of refiners, terminals, carriers and retailers.

## MEDIA RELATIONS MARKS MULTI-NATIONAL EXPANSION FOR MANSFIELD OIL

### LEADING THE INDUSTRY

Mansfield Oil is now a national brand with a new message that positions them as the next generation energy company.

### RESULTS

Thanks to their engagement with Write2Market, Mansfield Oil

- boasts an ROI of 1,000 percent in the last 12 months alone.
- is featured in eight leading trade journals.
- was recognized by CNBC during “Energy Week.”
- is recognized by the *Atlanta Journal Constitution* in an MOC company profile.
- is recognized with an Environmental Award in the *Atlanta Business Chronicle*.
- is recognized by Platts Global Energy Awards.
- placed top 10 two years in a row in *CIO Magazine*’s CIO 100 Awards.
- went from Gainesville, Ga. to multi-national industry leader.

### OBJECTIVES

- Deliver substantive coverage of Mansfield Oil in front of decision makers in oil/ gas, petroleum and energy.
- Brand Mansfield as the go-to enterprise company not only for commercial fuel but also alternative energy and fuel-related services.

#### PROBLEM

How do we create awareness?

How do we reach our target audience?

#### THE TRIPLE-A INDUSTRY LEADERSHIP METHODOLOGY

Create **access** to trade publications looking to showcase specific trends in the industry. Facilitate communication and create opportunities.

Raise **awareness** through speaking opportunities at conferences, bylined articles in trade journals, bring in industry honors and **awards** and create access for the industry’s decision-makers.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

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