

Hustle.

KlearNow

Case Study



Case Study - KlearNow

“The Hustle Team have been able to deliver and over deliver on the results we wanted to achieve with our UK launch.”

- Michelle Riber, Marketing Director, KlearNow.”



Case Study

KlearNow is a customs clearance and document management platform based in Silicon Valley. The company provides digital supply chain management and logistics support to organisations around the world.

KlearNow had planned their UK launch to coincide with the end of the Brexit transition period, in order to provide customs document support to UK businesses who would be facing an extra administrative burden while adapting to trading with the EU.

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Brief

KlearNow wanted to gain 'first mover advantage' in a crowded field by becoming the go-to digital clearance platform for UK import/export businesses. To achieve this, they needed to go 'broad and deep', achieving brand name recognition across multiple trade verticals as well as establishing a reputation for expertise via the mainstream consumer press.

Challenges

The uncertainty of post-Brexit trading for UK firms, combined with KlearNow being an American tech start-up, meant that although they had the technical capacity and industry knowledge to provide the required support, their target customers didn't necessarily know they needed that support until very close to the end of the Brexit transition period.

Goals

Make UK businesses aware of the impending documentation burden and the need to switch from a manual, siloed approach to customs paperwork before it was too late. KlearNow had correctly anticipated that businesses would find themselves overwhelmed with customs administration shortly into January 2021.

KlearNow needed to quickly position itself as a supply chain and logistics expert in order to build trust with businesses at the moment they needed them most, when they were likely to be facing a crisis as a result of not being adequately prepared for post-Brexit trading.

Approach

The first phase of work focused on gaining a significant share of voice in the logistics press ahead of January 1st in order to encourage businesses that were already aware of their own support requirements to take action.

The second phase of work focused on educating the harder-to-convince customers of the benefits of accessing administrative supply chain support and encouraging them to invest in a digital platform like KlearNow.

We wanted to communicate four key messages on behalf of KlearNow.

- **Brexit will create an administrative burden for all businesses.**
- **KlearNow has an existing track record of removing that burden for North American businesses.**
- **Customs processes around the world require modernisation and KlearNow is an integral part of that gradual change.**
- **Supply chains are brittle and necessarily constrained by complex interdependencies. Digitalisation of the customs clearance process and visibility of the end-to-end supply chain life-cycle can solve a large portion of the associated problems.**

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Results

More than 400 pieces of global, national, local and trade coverage, across two quarters, via digital, radio, podcast and live TV.

In the first phase of activity pre-

launch and immediately post-launch to the end of Q1, we focused on securing coverage for KlearNow's own research in the trade sector, targeting decision makers via supply chain trade media and as well as mainstream business media.

This approach secured coverage in various influential trade outlets, plus The Sun, Forbes, a live interview on Sky News, an interview on the influential Daily Mail Andrew Pierce podcast and a broad swath of trade press coverage.

In the second phase, we achieved widespread mainstream digital and broadcast media coverage by presenting KlearNow CEO Sam Tyagi as a source of insight and opening up a conversation around how supply chain

inefficiencies affect the consumer, backed by KlearNow's own real-time insights.

We took what was ostensibly dry logistics data (shipping containers in the wrong part of the world) and worked it into a hard-hitting consumer affairs story (UK set to run out of summer essentials).

This approach created an agenda-setting viral news story, earning interviews with the BBC and Times Radio, coverage in the digital version of almost every national newspaper, including The Telegraph, Independent, The Sun, The Mirror, Daily Mail, Times, Scotsman, Herald, Irish Times, almost every regional outlet from The London Evening Standard to Grimsby

Telegraph, broadcast outlets including BBC digital, BBC Radio, LBC, ITV, Bauer Media global outlets including Fox News, Yahoo!, MSN, and a range of business press, including CityAM.

Highlights

- [The Times](#) →
- [BBC](#) →
- [Sky News](#) →
- [The Telegraph](#) →
- [The Mirror](#) →
- [Independent](#) →
- [ITV](#) →
- [Daily Mail](#) →
- [Forbes](#) →
- [The Sun](#) →
- [The Express](#) →

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About us

We're an outcome-focused PR agency. Our approach is simple; talk about what you know, NOT what you do. With this approach, we help brands enhance their reputation, establish trust and win more customers.

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