

DHL



The challenge

DHL is the leading global brand in the logistics industry. DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 380,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.



Actions

What has been done

Strategic support of Communication and Crisis Communication for DHL Express division.

- ☛ Direct relations with the press: Direct contact with journalists. Organization of meetings with large Spanish media groups.
- ☛ Development and Organization of meetings with the press;; Press trips to both national and international hubs.
- ☛ Development and Organization of meetings with the press (Virtual and Face-to-face)
- ☛ Interviews: Constant search for opportunities in the media. Results on TV, Radio, Press.
- ☛ Support in the management of the DHL Atlas Export Awards: organization and visibility in media.

Support in crisis situations





Results

IMPACTS

**300 pieces of
coverage**

on economic and general media,
e-commerce, tech and delivery trade press

AUDIENCE REACH

+399,4 MILL

ECONOMIC VALUE

+1,2 M euros

COMMUNICATION VALUE

+3,7 M euros

INTERVIEWS

18 interviews
to CEO and Managing Directors

PRESS EVENTS

6 press events

Both national and international