

CREDENTIALS DOCUMENT

# 360 Media Group

Connecting the fleet value chain



Data, analysis, community & engagement

   [www.360mediagroupltd.com](http://www.360mediagroupltd.com)



**360 MEDIA GROUP**  
Information Services

# About 360 Media Group Ltd

**We help you grow sales by providing a profound understanding of fleet demands and expectations**

## **What we do**

360 Media Group supports leading vehicle manufacturers, leasing companies and fleet service providers to make better informed sales and marketing decisions. Our unique data and analysis provide exceptional insights into the buying processes and intentions of fleet decision makers.

Our exclusive database stretches from executives responsible for the UK's largest fleets to directors at SMEs running a handful of vehicles.

## **How we do it**

Our regular Barometer surveys and bespoke research projects generate robust evidence of fleet purchasing behaviours, operational pain points and key short, medium and long-term priorities.

We conduct 300 in-depth fleet interviews on a quarterly basis, measuring 40 KPIs.

Our Corporate Fleet Community programme engages businesses running more than 50 vehicles, bringing together our independent research and their best practices.

The 360 Media Group's thought-leadership programme delivers trusted expert advice to our fleet buying community through webinars, social media and events.

## **Who we work with**

We work with sales and marketing teams, gathering and analysing market data, to provide you with extra bandwidth so you can focus on your core products, services and messages.

And we open access to our valuable fleet community via our webinar template, our surveys and our unrivalled research resources for insight into the UK's valuable fleet sector.



**Ian Richardson**

Managing Director  
360 Media Group

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**w:** [360mediagroupltd.com](http://360mediagroupltd.com)

# Fleet Knowledge Bank

## Source insights on demand

The Fleet Knowledge Bank is our comprehensive database of market insights, compiled from quantitative surveys with fleet operators. We update this data every month, crunching the numbers to provide market profiles and track trends on behalf of sales and marketing professionals.

The richness and freshness of our data mean our customers can access the information they need, when they need it. There's no on-going commitment; just compelling data and actionable insights to support your planning process.

- Deepen your understanding of fleet decision making
- Fine-tune your targeting and messaging
- Monitor fleet electrification trends
- Identify and solve fleet pain points
- Appreciate the most valued propositions for fleets
- Access your Trust Index score

'Our data was delivered within 48 hours'

**McKinsey & Company**



## Fleet Knowledge Bank



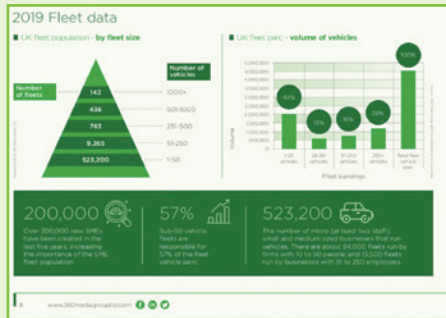
- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Dynamic data     | <input checked="" type="checkbox"/> Analyse by fleet size  |
| <input checked="" type="checkbox"/> Robust           | <input checked="" type="checkbox"/> Top up your research   |
| <input checked="" type="checkbox"/> Immediate access | <input checked="" type="checkbox"/> Access our fleet panel |
| <input checked="" type="checkbox"/> Over 100 KPIs    | <input checked="" type="checkbox"/> Actionable insights    |



# Make informed decisions in an era of unprecedented change

## Free your time by using 360 Media Group insights to support your sales and marketing decisions

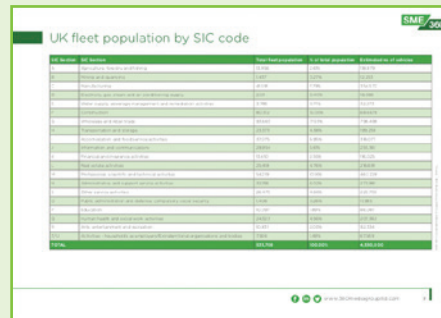
SOURCE: FLEET OUTLOOK REPORT Q1 2021



### Market size

Hone your targeting of the UK's 500,000+ fleets with 360 Media Group's market dynamics pack of market composition.

SOURCE: SME REPORT Q1 2021



### Industry composition

Understand the business demands and growth trajectories of different industries as you focus on the fleet market.

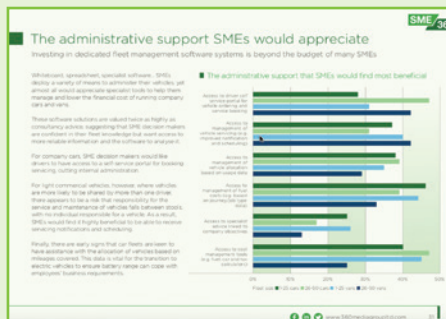
SOURCE: EV BAROMETER Q1 2021



### Discover fleet objectives

Speak the language of your target fleet customers by tailoring your products and services to meet their priorities.

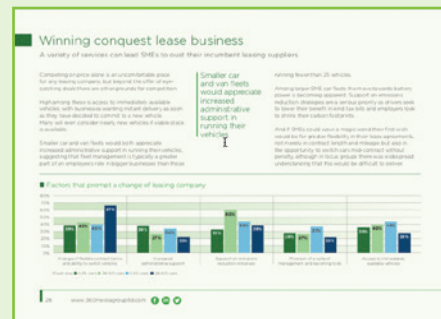
SOURCE: SME REPORT Q1 2021



### Soothe pain points

Grasp the nettle that's stinging your fleet customers and create solutions in order to forge long-term relationships.

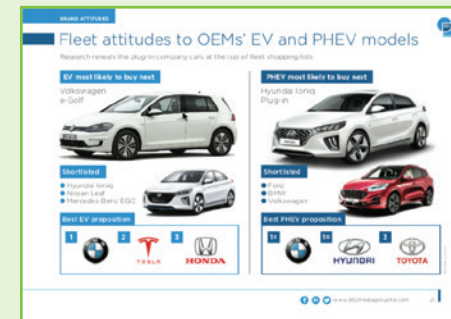
SOURCE: SME REPORT Q1 2021



### 20 new propositions rated

Use our fleet feedback to prioritise your product development, resolving the most pressing issues for your target fleets.

SOURCE: EV REPORT Q1 2021



### Facilitate electrification

Discover the short, medium and long-term help that fleets really want to support their rapid transition to electric vehicles.



# Research schedule

## Q2 2021

- Fleet Outlook report
- EV Barometer
- SME Purchasing Dynamics
- 300 fleet interviews
- 2 focus groups

## Q3 2021

- Fleet Outlook report
- EV Barometer
- SME Purchasing Dynamics
- 300 fleet interviews
- 2 focus groups

## Q4 2021

- Fleet Outlook report
- EV Barometer
- SME Purchasing Dynamics
- 300 fleet interviews
- 2 focus groups

360 Media Group delivers quarterly insights from corporate fleets, SMEs and company car and van drivers, identifying purchasing influences that marketing professionals can focus on.

To find out which report is right for your needs, book a discovery call with one of our team. Email [lorraine@360informationservices.com](mailto:lorraine@360informationservices.com)

SOURCE: SME REPORT Q1 2021



## Communicate better

How frequently and by what means do fleets want to hear from you? Has Covid-19 changed everything? We have the answers.

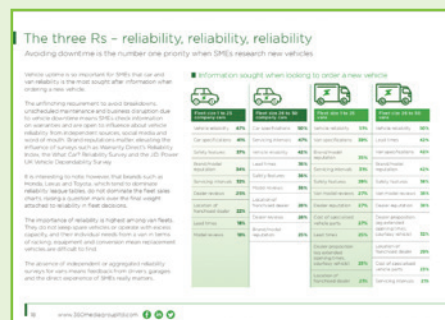
SOURCE: SME REPORT Q1 2021



## Feed fleets relevant information

With businesses facing severe pressure to run their fleets more efficiently, find out what they want to know to make informed decisions.

SOURCE: SME REPORT Q1 2021



## Be your clients' #1 partner

Secure pole position to supply the information fleets need when making a purchasing decision.

SOURCE: SME REPORT Q1 2021



## Timely disruption

Understand fleets' purchasing processes so you can intervene at the optimum moment with the most effective sales message.

# EV Forums: where fleets and suppliers discuss electrification

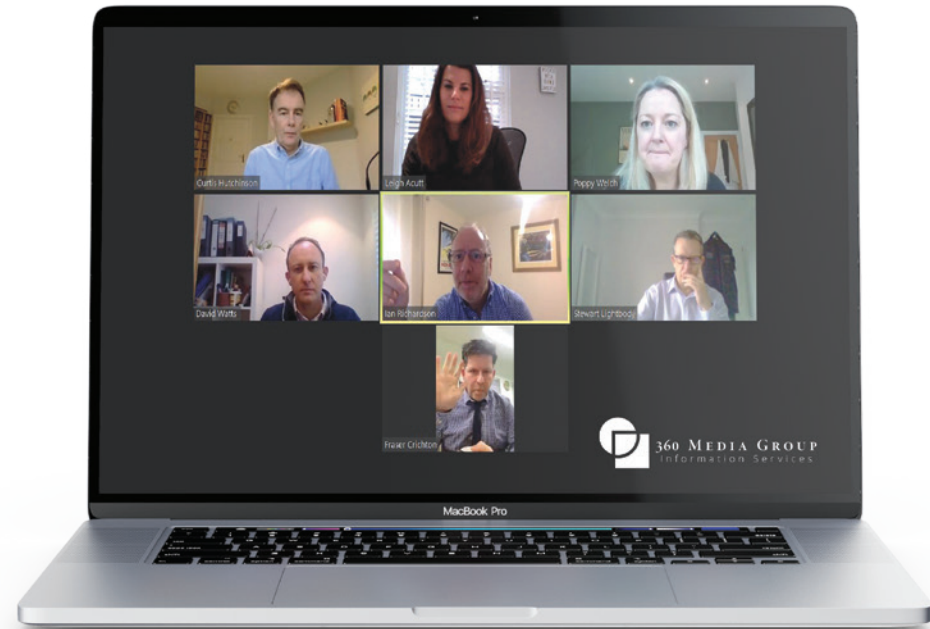
## The essential monthly electric vehicle advice centre

Our EV Forums webinar series showcases every month our ability to connect leading industry commentators, primary research and an engaged audience.

The EV Forums bring together insight, analysis and forecasting to facilitate the switch to battery power.

With 71% of fleets planning to add EVs to their operations in 2021, the EV Forums are a business critical resource for educating decision makers at fleets of all sizes.

Our roster of experts extends the full length of the EV supply chain, from vehicle manufacturers to leasing companies, charge point operators, payment solutions providers, local authorities, and early adopter fleets. This highly influential group is at the forefront of setting the strategy for fleets to accelerate their plans to run zero emission vehicles before the 2030 ban on new diesel cars and vans.



### The EV Forum 2021 agenda

**March** - Clean Air Zones: why fleets need an EV policy now **April** - Planning for accessible energy **May** - EV charging infrastructure **June** - Charge point payment solutions **July** - Fleet policy & company car choice lists **September** - Battery technology **October** - Salary sacrifice & grey fleet solutions **November** - EV funding **December** - Tax & grants

### The speakers

The EV Forums welcome leading figures at the forefront of the fleet sector's transition to electric vehicles.



# Your engagement opportunities with fleet EV buyers

Access high-quality audiences every month

## Sponsorship package

- ✓ Audience buying power of hundreds of thousands of EVs
- ✓ Engage with over 100 fleet decision makers
- ✓ 15-minute presentation slot
- ✓ Six social media promotion opportunities
- ✓ Three email blasts to 10,000 UK fleet decision makers
- ✓ VIP invite to Fleet1000 community
- ✓ Exclusive pre-event video interview
- ✓ Opportunity to tailor booking form to capture unique details
- ✓ Access to delegate list
- ✓ Exclusive webinar content available to share post-event
- ✓ One post-event email to the Fleet1000 community

### CONTACT US

The EV Forums can be tailored to meet your marketing objectives. Email [lorraine@360informationservices.com](mailto:lorraine@360informationservices.com)



"The Clean Air Zones webinar was very informative"

**Colin Oliver, Fleet Operations Manager, PWC**



"One of the most productive hours you can spend"

**Joel Teague, CEO Co Charger**



"Thought provoking content from some great contributors"

**John Hanson, Director - Nat West, Future Mobility Group**



## What makes the EV Forums unique?

- Independent content
- Exclusive research findings
- High-quality audience
- Expert panel
- Seamless content
- Comprehensive coverage of customer journey
- Respected hosts
- Professional production
- Extensive social media coverage
- Unique value added services

# Access the definitive listing of the UK's largest corporate fleets

## GDPR-compliant data to increase your corporate sales coverage

Through years of extensive research, 360 Media Group has established the UK's most comprehensive listing of corporate fleets, where the minimum entry qualification is 50 vehicles. We update our Corporate Fleet Listing annually to benchmark the size of this large fleet sector and identify trends within different industries.

The listing highlights where the fleet supply chain needs to focus its commercial activities. For example, our most recent listing revealed significant growth among fleets in the construction and retail (food) sectors, but declining fleet sizes in financial services.

Across the corporate fleet sector as a whole, our comprehensive market knowledge has identified and itemised a community with a combined fleet in excess of 750,000 vehicles, supplemented by a grey fleet of 3 million drivers.

Our Corporate Fleet Outlook Report complements the Corporate Fleet Listing, providing independent insights into market opportunities, as well as an honest brand appraisal of how corporate fleets perceive individual suppliers.



### 3 top corporate fleet sectors

Analysis of fleets in excess of 200 vehicles

**1 Architecture/Construction/Building:**  
70 fleets, average fleet size 1,359 vehicles

**2 Wholesale/Retail/Food/Medical:**  
63 fleets, average fleet size 1,042 vehicles

**3 Transport/Communication/Distribution:**  
60 fleets, average fleet size 2,811 vehicles

**How to use it:** 1. Benchmark your corporate coverage 2. Calculate your market share 3. Identify sales territories 4. Fill gaps in your CRM system 5. Augment your market knowledge





# Meet the Electric Fleet250

## Discover the fleets spearheading electrification

360 Media Group has gathered the only database of prolific buyers of electric vehicles. Our Electric Fleet250 is a unique database of UK fleets at the vanguard of investment in EVs and their associated products and services.

This highly select group of 250 fleets has been validated by meticulous study of 360 Media Group's research data on the UK's top 1,000 fleets. The database is available under licence and also through partnership agreements that deliver access through thought leadership.

- ✓ Dynamic data
- ✓ Constantly updated
- ✓ Independently compiled
- ✓ Minimum fleet size of 50 vehicles
- ✓ Holding companies identified
- ✓ Unique ID
- ✓ Named decision-maker
- ✓ Industry sector
- ✓ Fleet size measured
- ✓ Latest data validation techniques
- ✓ Unrivalled level of detail
- ✓ 100% accuracy\*



**\*100% ACCURACY GUARANTEE**  
 ... or your money back!  
 You will never pay for data that is inaccurate. The 360 Media Group promise is:  
 "Never to have a dissatisfied customer. Should any record be deemed inaccurate, irrelevant or not as described, we will replace each affected record on a like-for-like basis at no cost."

Produced in-house with our class-leading team and adopted by leading OEMs & leasing companies

## Key members of the Electric Fleet250



### MITIE

**Fleet size:** 7,200

**No of EVs:** 1,080

Simon King, Director of Sustainability



### CENTRICA

**Fleet size:** 12,000

**No of EVs:** 1,500

Chris Jackson, Head of Fleet Partnerships



### NATIONAL GRID

**Fleet size:** 3,000

**No of EVs:** 300-plus

Lorna McAtear, Fleet Manager

## How to access the Electric Fleet250

- 12-month licence agreement
- Limited to 10 licences in 2021
- Sector exclusivity available\*

### EXCLUSIVE PARTNERSHIP PACKAGES

1. Become an EV Forums Partner
2. Create your own chapter in the EV PlayBook
3. Host regional Electric Fleet roundtable discussions

\*subject to a premium, all partners will receive complimentary access to a suite of services from 360 Media Group



We provide extra bandwidth to insight & marketing professionals

## Take advantage of our affordable, robust and actionable insights

360 Media Group Research Services provide a custom resource to manage your internal research projects. Our Insights Team takes care of the entire research process, from survey design through to executive summary. We work alongside insight teams on all aspects of research, deploying both quantitative and qualitative methodology.

We run regular, detailed tracking studies on fleet electrification plans. And we engage with our corporate fleet panel every quarter to identify their pain points, trends in the supply chain and their purchasing priorities.

## Research services

**Our research services deliver actionable insights through a collaborative approach with clients:**

- Discovery meeting to discuss brief
- Confirm required outputs and deliverables
- Submit detailed proposal
- Agree schedule
- Design research methodology
- Agree sample
- Produce questionnaire/discussion guide
- Conduct fieldwork
- Deliver interim update
- Conclude fieldwork
- Conduct analysis
- Design report
- Write executive summary
- Deliver final report and stakeholder feedback

“360 Media Group consistently provides great insights into the fleet market, enabling us to create engaging content for fleet buyers”

**Andy Dinham, Campaign Manager - Business Sales,  
Volvo Car UK**



# Hassle-free research to suit all budgets

**Our wide range of research services are accessible, affordable and timely**

360 Media Group's Research Team engages with fleet operators every month to monitor the latest opinions, behaviours and market trends. We provide support where our clients need it most.



“360 Media Group delivered the research outputs expertly, enabling our client to optimise its PR through its new driver wellbeing guide.”

**Samantha Humphries,  
Nelson Bostock**



## THE 360 MEDIA GROUP PROMISE

- Projects delivered within budget
- Transparent pricing - no hidden costs guaranteed
- Competitive quote
- Expert approach to sample, ensuring relevance
- 100% attendance at focus groups
- Robust insights
- Agile approach
- Deadlines met
- If the customer is not entirely satisfied we'll refund our fees

Our Research Team engages with fleet operators and the fleet supply chain every month. 360 Media Group is recognised as an expert in its field by many leading industry voices, including the BVRLA and the Association of Fleet Professionals.

# Generate instant PR

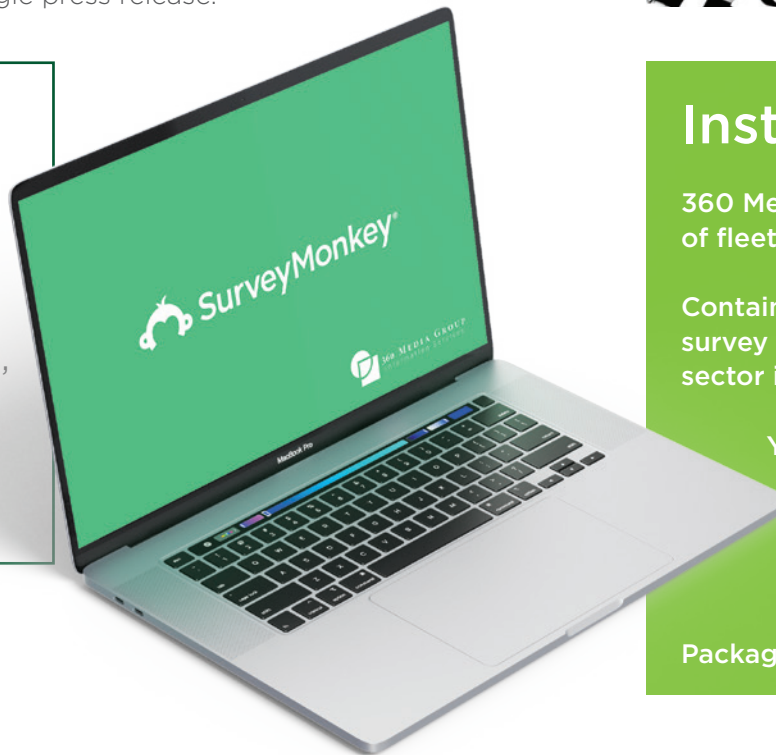
## Reach decision-makers directly via our fleet panel

360 Media Group provides immediate access to our panel of fleet decision makers and company car drivers. Clients regularly use this access to test fleet opinion on a range of issues, including legislation, new products, industry challenges and market developments. There are opportunities to sponsor questions in our tracking surveys or submit your own questions for inclusion in the next available survey.

Our research panel is responsive and independent, delivering unbiased reflections of business opinions. Fleet suppliers can add three, five or 10 questions to our monthly surveys. Instant PR gets results, typically doubling the reach of a single press release.

“Get your PR in front of thousands of fleet decision makers in a matter of days”

**Ian Richardson,**  
Managing Director,  
360 Media Group



## Instant PR background

360 Media Group customers and partners can reach thousands of fleet decision makers through our research panel.

Containing over 100 topical questions, our monthly omnibus survey enables your brand to be associated with the latest fleet sector issues for an extremely competitive price.

You are free to select a data only option, or to commission our small team of experienced journalists to compose your press release. If you don't increase your PR coverage, we will give you your money back (terms & conditions apply).

Packages available from just £500.





# INSTANT PR

Instant PR provides a fully managed PR service

**Take your message directly to thousands of fleet decision-makers**

360 Media Group offers an all-encompassing PR facility, from survey creation to the writing of press releases, creation of social media content, and the distribution of all media to our comprehensive database of fleet operators. This five-step process is seamless, timely and highly cost effective.

## STEP 1



Choose the relevant topic

## STEP 2



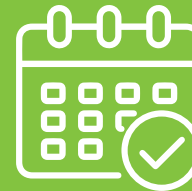
Specify number of questions

## STEP 3



Select your target audience

## STEP 4



Check availability

## STEP 5



Launch survey

**Packages start from just £500 per survey. Email [lorraine@360informationservices.com](mailto:lorraine@360informationservices.com) or visit [www.360mediagroupltd.com](http://www.360mediagroupltd.com)**

# Boost your PR and increase your engagement with fleets through product specific research

Sponsor 10 research questions and be the exclusive partner of the chosen product category to access the benefits of unrivalled brand exposure.

## PREMIUM



### Payment solutions

Outline pain points for existing charging payment methods.



### Telematics

Reinforce the importance of telematics.



### Rental

Outline why EV rental is essential for net zero fleets.



### Infrastructure

Showcase the market sentiment on charging solutions.

## STANDARD



### Car subscriptions

Confirm the elements of subscriptions that drivers value.



### SMR + Tyres

Educate on the need to choose the right tyre to optimise range.



### Salary Sacrifice

Share why employers feel that now is a good time to deploy Salary Sacrifice schemes.



### Fleet Management

Understand how support required by fleets is evolving.

Other categories are available including fleet software, driver training, remarketing and insurance.

## Sponsorship

Category sponsors are invited to share the survey results at the EV Forums webinar series reaching hundreds of fleet decision-makers.

## Exclusive offer!

Packages from £1550 + VAT include 10 questions on selected category and 1 x panel appearance at the EV Forums to share results on an exclusive basis. Bookings made prior to September 30th also receive either 1 x press release writing or a ten-minute video interview which will be shared with '000 of followers across our LinkedIn channels. **FREE** inclusion in our TRUST index survey.

# Creating trust with buyers as is an integral part of the marketing process

Instant PR helps position your brand as a thought-leader by linking insight with your products or services.

## HOW TO EXTRACT VALUE FROM INSIGHT & PR:

Example headlines



### Fleet demand for knowledge goes unchecked

Deploy this headline to launch your marketing guide to electric vehicles



### Just 1 in 3 fleets will turn to their leasing provider when seeking advice on this EV strategy

Deploy this headline to demonstrate why your brand is different



### Half of fleets expect to change their key suppliers as they transition to electric vehicles

Deploy outlining why fleets are buying your product or service



### The number one fleet pain point is the administrative burden associated with electric vehicles payments and reimbursements

Deploy this headline with your payment solution



**Premium packages**  
£1995 per month  
+ VAT.



**Standard packages**  
£1550 per month  
+ VAT.



Book by September 30th  
to access over **£2,500 of  
additional PR value!**

## Choose your product category

Sponsor a category and create compelling insights that elevate your sales & marketing



## View availability for Instant PR

[www.360mediagroupltd.com](http://www.360mediagroupltd.com)



## Book your discovery session now

<https://meetings.hubspot.com/ian-richardson2>



[www.360mediagroupltd.com](http://www.360mediagroupltd.com)

# Turn your insights into customer engagement

## Combine impactful content with exclusive distribution to disrupt traditional media channels

Work with our Media Services team to generate compelling content and distribute it to your target audience through:

- Customer communication, PR and social media content
- Produce sales materials, including product brochures, videos and presentations
- Boost website engagement with 'how to' guides and videos
- Promote your thought leadership via insight driven content and speaking opportunities
- Organise events including bespoke webinars and roundtables
- Outsource your event management to 360 Media Group
- Take advantage of sponsorship opportunities including market reports, webinars and premium content

Whether you require expert writers or innovative design concepts, our Media Services team can tailor our services to specific budgets.



### PROJECT YOUR PRODUCTS & SERVICES THROUGH OUR **GREEN** MARKETING PACKAGES

Access discounted media services and engage with the most influential buyers of electric vehicles

To support the transition to electrification, 360 Media Group has joined forces with the Fleet Futurists team to create starter marketing packages that are discounted by 70%\*! We can also tailor packages to your needs. Visit [www.360mediagroupltd.com](http://www.360mediagroupltd.com) for more details.

#### GREEN MARKETING PACKAGES

To stretch your budget further, 360 Media Group has created two marketing packages, with prices from £5,000

##### OPTION ONE

- 3 x press releases
- 3 x video interviews
- 5 x social media posts
- 1 x email to 10,000 fleet operators
- 1 x webinar sponsorship
- Access to 200 corporate fleet records, with your choice of fleet size and industry sector
- Packages from £5,000

##### OPTION TWO

- 5 x press releases
- 5 x video interviews
- 10 x social media posts
- Comprehensive social media distribution
- 3 x emails to 10,000 fleet operators
- 1 x customised webinar
- White paper creation
- Access to 1,000 corporate fleet records

\*Available for start-up companies with accounts published for no more than 3 years



# How we turned insight into content for Volvo Cars UK

## Our Media Services team created a campaign for Volvo, based around Clean Air Zones

Through our constant communication with fleet operators we had identified how the growing number of Clean Air Zones presented pain points for fleets. Operators wanted clear, reliable information about where their vehicles could enter without hindrance or penalty, and which vehicle technologies would comply with CAZ restrictions.

We approached Volvo Car UK to share our primary research and outline the opportunity to inform and lead the fleet sector. Working together, our plan of action included primary research to measure the awareness and impact of CAZ, hosting a webinar focused on CAZ as part of our series of EV Forums, and producing a downloadable guide to 'all you need to know about Clean Air Zones'.

Volvo was invited to expand on its electrification plans at the webinar and we agreed a social media campaign to promote the webinar to a wider audience, encourage downloads of the CAZ guide, and share Volvo assets, including the Volvo Recharged video. The results saw over 130 fleet decision makers join the webinar, 1,000 downloads of the guide, and a combined social media reach of 200,000.

'Access the 360 Media brand, expertise, research and reach to deliver authentic and independent content that achieves cut-through'

**Ian Richardson, Managing Director,  
360 Media Group**



# Understand. Target. Scale

Base your strategic decisions on our authoritative data and expert insights, delivered in a series of reports





**360 MEDIA GROUP**  
Information Services



[www.360mediagroupltd.com](http://www.360mediagroupltd.com)

# Data, analysis, community & engagement

## Contact us

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