

STABALISING GLOBAL SHIPPING

We're the ANZ representative of the world's leading shipping crisis communications network



OVERVIEW

As part of the world's leading global issues communication and reputation management network, FCR provides 24/7 support to clients across the maritime, energy and transportation sectors in times of crisis.

Maintaining our partnership for more than 20 years, FCR and MTI Network has helped manage some of Australia's most significant national issues, ensuring reputation and operations are protected.

As instability in global trade continues to rise, FCR's network of global crisis management experts is ready to support you at a moment's notice.

RAPID RESPONSE & MANAGEMENT

FCR crisis and issues model delivers rapid oversight and share of voice management by activating:

- Real-time media and social channel monitoring across ANZ
- Dedicated press office for share of voice maximisation
- Spokesperson management
- High-risk influencer matrix
- Issues wrap report

Our proven approach ensures the period of crisis is shortened and negative brand sentiment is minimised.

RESULTS

150+

Issues managed by FCR in APAC

11

Network partners across Asia-Pacific

1:1

Share of Voice ratio for managed issues

+4%

Improvement in long-term brand reputation

NOTABLE STORIES



2023 – Perth Port



2013 – Port Kembla



2007 – Pasha Bulker