

THORDON
MEDIA REPORT

THORDON

THORDON BEARINGS INC.

Media Analysis 2019

THORDON
THORDON BEARINGS INC.

SUMMARY

26 press releases

6 feature articles

3 award nominations

1 award win

400+ published articles

12.56M reach

Thordon Bearings

Between 01 January 2019 and 23 December 2019, Seaborne Communications created and distributed 26 press releases and 6 placed feature relating to Thordon Bearings commercial shipping and hydro power business divisions.

We were successful in securing three award nominations and one award win. We arranged a number of 1-2-1 interviews with journalists and various trade shows and encouraged direct media contact.

Throughout the course of the year, Seaborne Communications created greater awareness of Thordon Bearings, its products, services, executives and distributors with more than an estimated 400 separate published articles achieving an estimated potential reach of 12.56M.

EXECUTIVE SUMMARY

HIGHLIGHTS FROM THE YEAR



☰ Editorial Mentions

The number of appearances in articles

385

↗ Potential Reach

Approximate number of article views you appeared in

18.3M

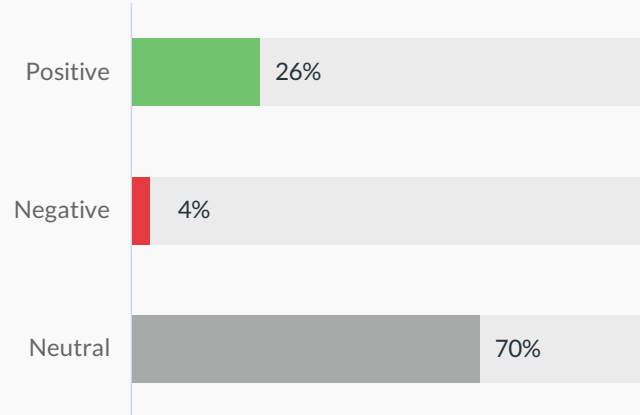
🗨️ Net Tonality Score

The net change (up or down) in sentiment over the time period

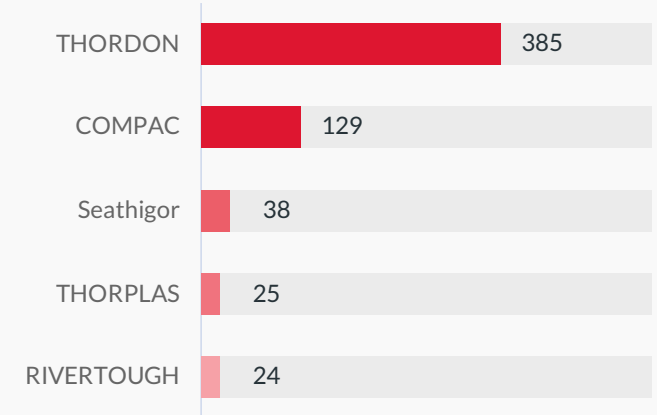
+22



TONALITY



KEY MESSAGES



MEDIA EXPOSURE

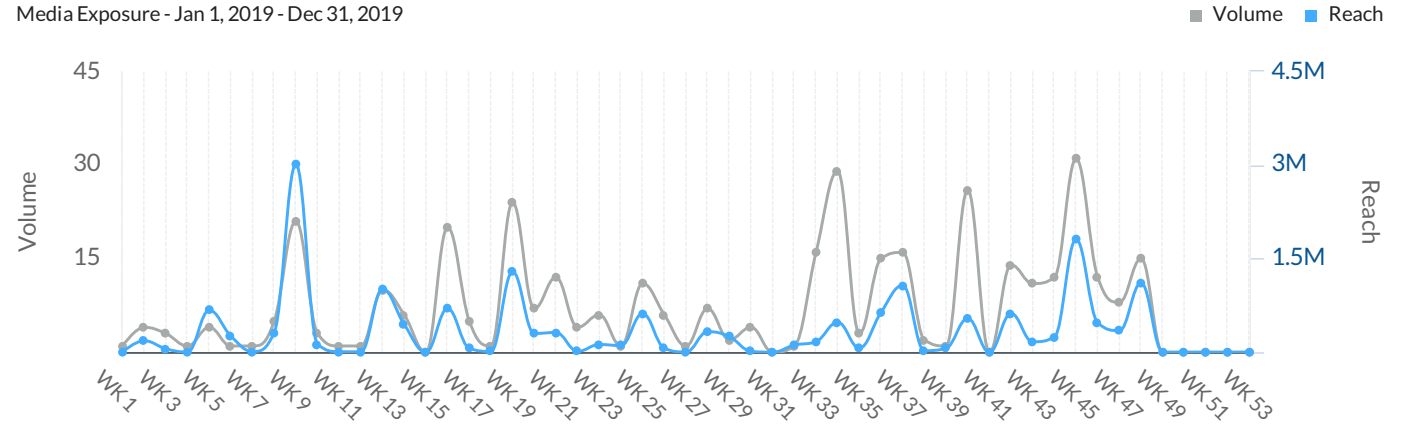
HIGHLIGHTS FROM THE YEAR

- "Infomarine.net" accounted for 8% of volume

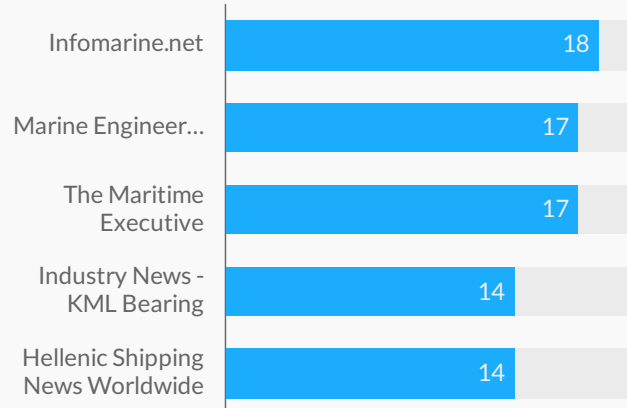


Thordon Bearings' media exposure

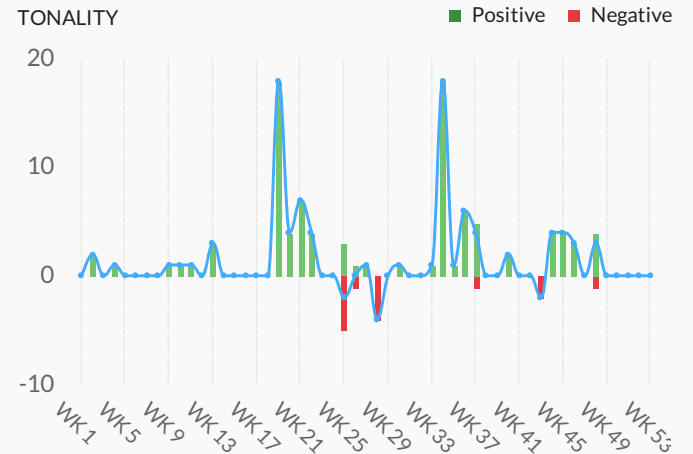
Media Exposure - Jan 1, 2019 - Dec 31, 2019



TOP PUBLICATIONS



TONALITY



SOCIAL MEDIA EXPOSURE

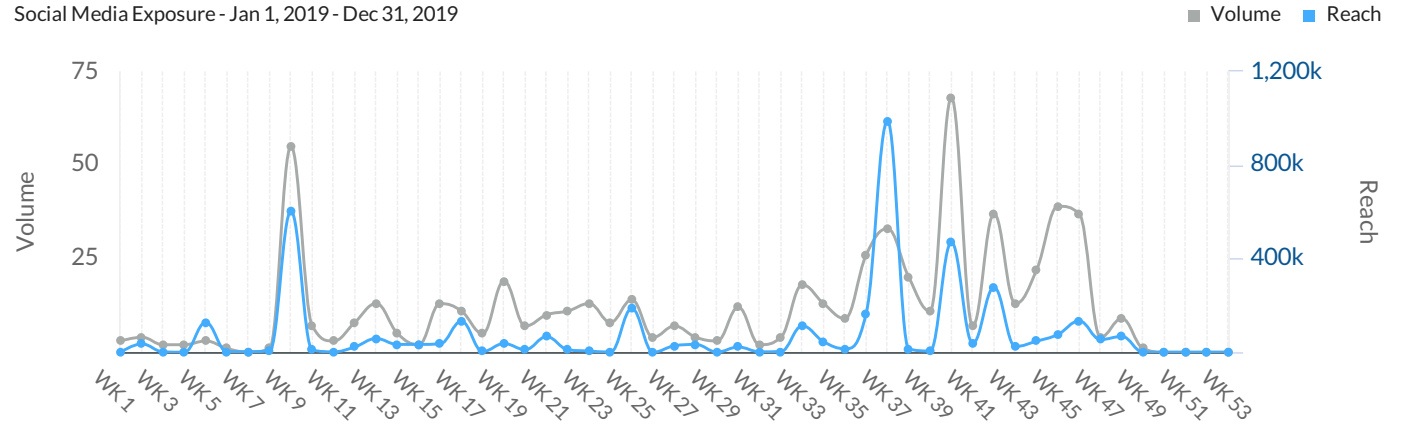
HIGHLIGHTS FROM THE YEAR

- Twitter accounted for 51% of social volume, followed by Facebook with 25% share

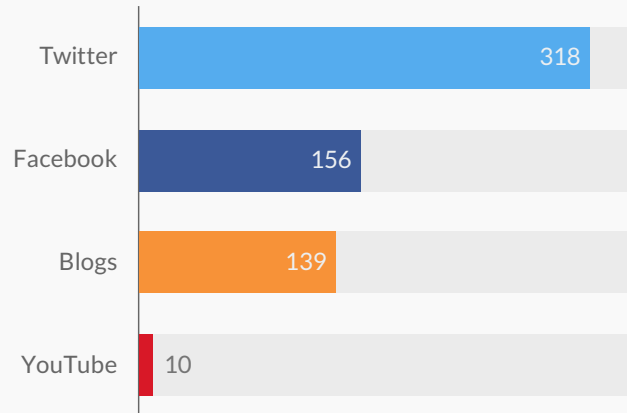


Thordon Bearings' social exposure

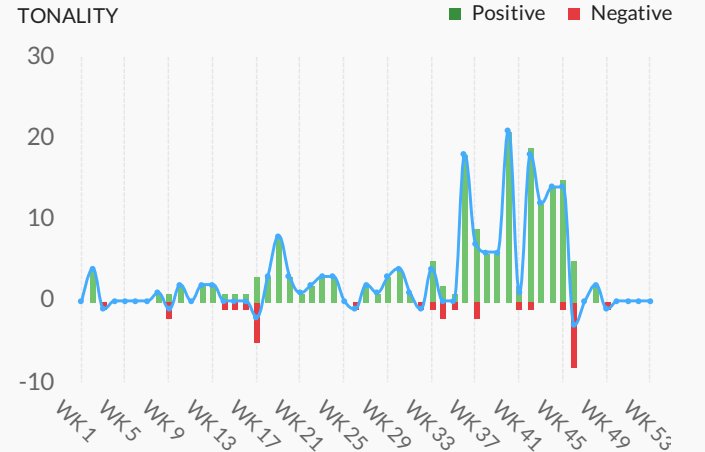
Social Media Exposure - Jan 1, 2019 - Dec 31, 2019



SOCIAL SOURCES



TONALITY



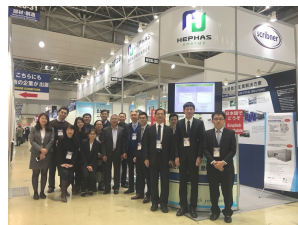
TOP ARTICLES

HIGHLIGHTS FROM THE YEAR

- The top 25 articles combined for a total reach of 11M
- The sentiment was predominantly positive in the top articles with high reach

聯合理財網 had the largest reach of 1.9M

Top Articles - Jan 1, 2019 - Dec 31, 2019



聯合理財網 | Feb 27

台灣燃料電池夥伴聯盟領團 促進
台日產業交流

為期三天的2019年日本氫能燃料電池展 (FC EXPO) 日前於東京落幕, 台灣燃料電池夥伴聯盟率領台廠前進日本, 促進兩國產業交流。台灣燃料電池夥伴聯盟今年第九度參加日本氫能燃料電池展, 帶領錫力、九豪、群翌、富堡、順德、揚志等廠商以台灣館規模展出業者在氫燃料電池技術研發能量, 同時與日...

Reach 1.9M ● Neutral
Puls Biznesu | Mar 26



Kanadyjczycy przejęli elektrownię
wodną w Polsce

Thordon Bearings kupił małą
elektrownię wodną Strużyska w
Pile, donosi
waterpowermagazine.com.

Reach 671k

搜狐公众平台 | May 9

Seatrade授予汪泓女士“邮轮发展
杰出贡献奖”

原标题: Seatrade授予汪泓女士“邮轮发展杰出贡献奖” ◆ 5月7日晚, 在伦敦市政厅举行的第31届Seatrade Awards颁奖典礼上, 上海宝山区委书记、上海国际邮轮经济研究中心首席研究员汪泓教授荣膺“邮轮发展杰出贡献奖”(Outstanding Contributio...

Reach 805k ● Neutral

Marine Insight | Jan 30

How COMPAC Stern Tube Bearing System Can Prevent Oil Pollution?

The rotation of a ship's propeller is responsible for the ahead or astern movement of the vessel. The propeller is connected to the Marine P...

Reach 634k ● Neutral

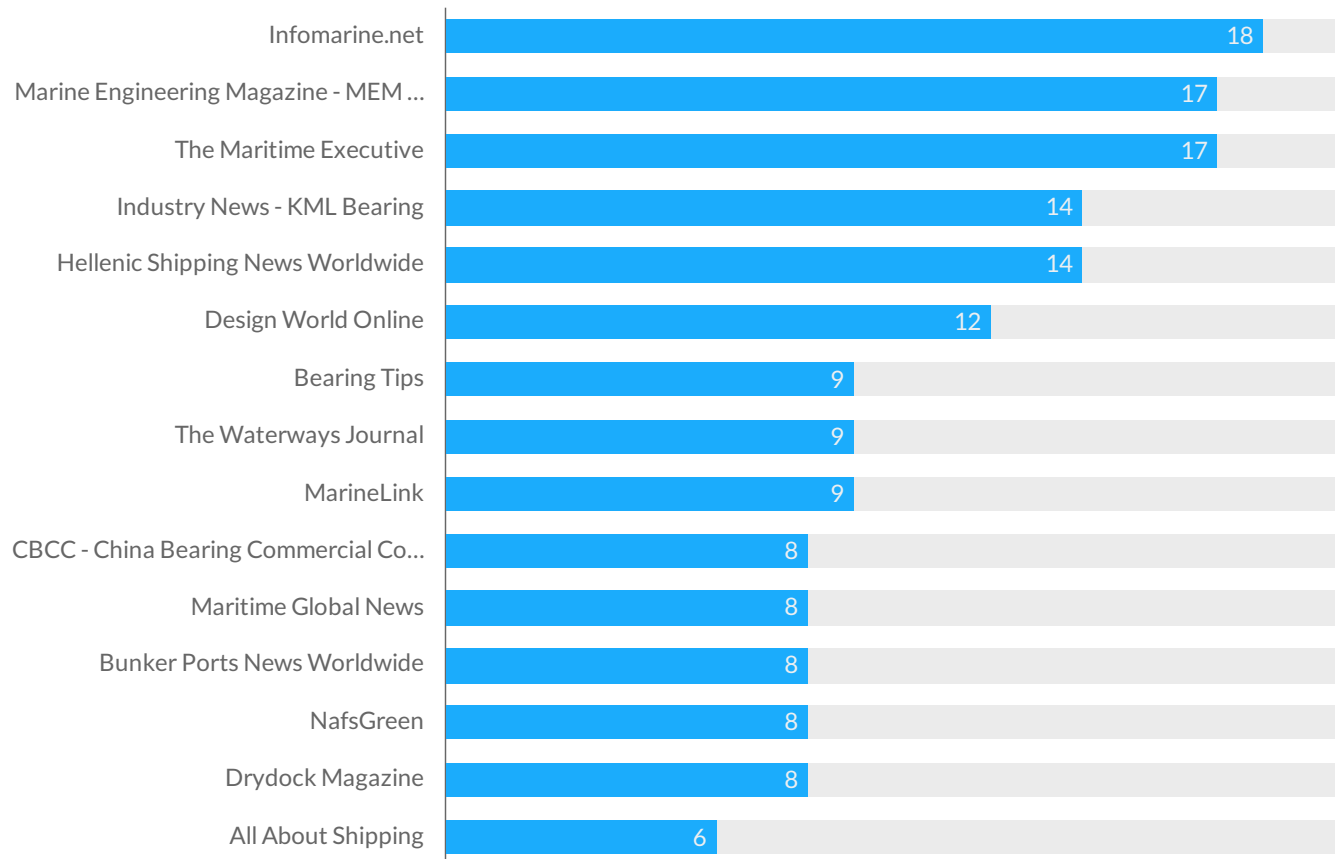
TOP PUBLICATIONS

HIGHLIGHTS FROM THE YEAR

- "Infomarine.net", "Marine Engineering Magazine - MEM Online", and "The Maritime Executive" accounted for 24% of the volume share among the 25 highest publications

MEM Online mentioned Thordon Bearings the most

Top Publications by Volume - Jan 1, 2019 - Dec 31, 2019



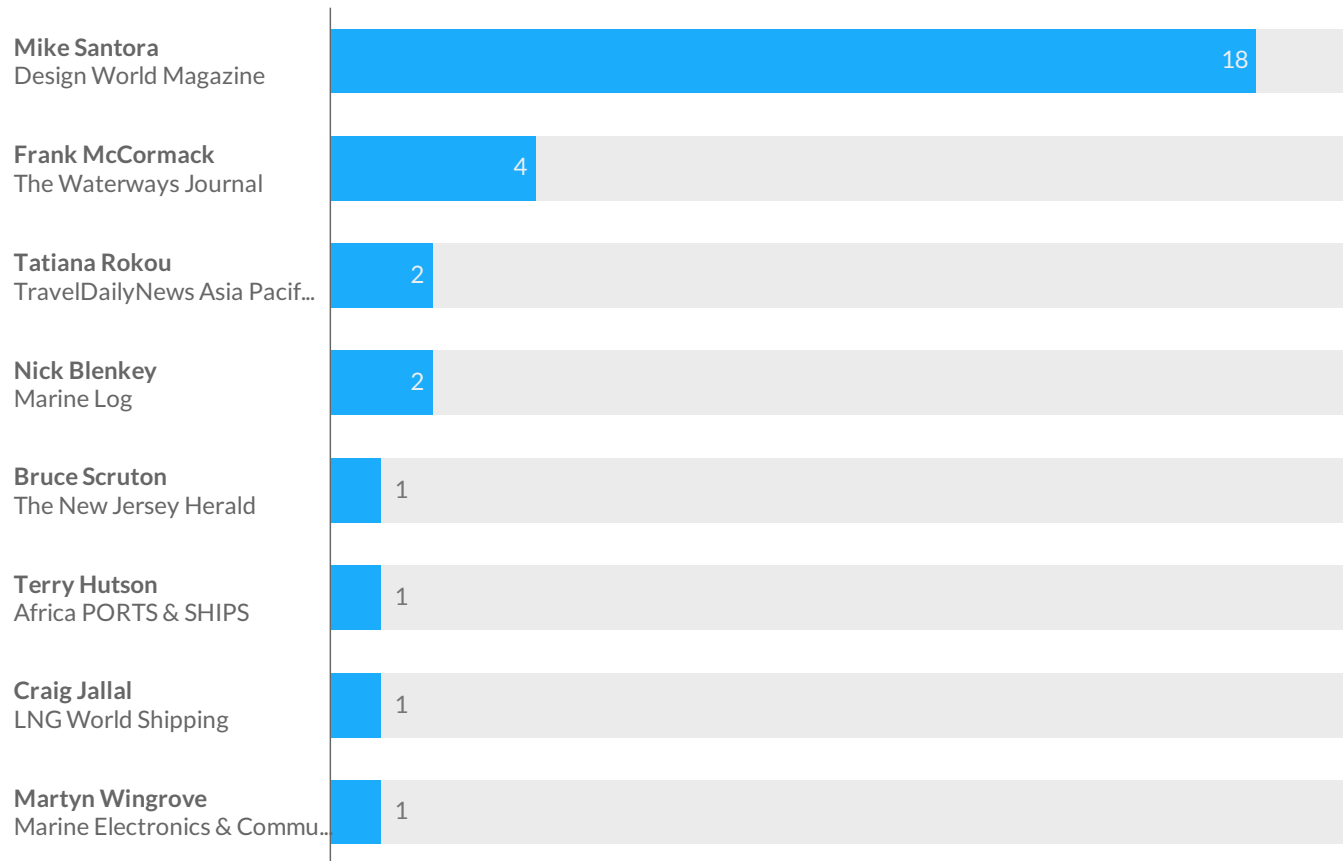
TOP INFLUENCERS

HIGHLIGHTS FROM THE YEAR

- Design World Magazine, The Waterways Journal, and TravelDailyNews Asia Pacific had the most representation among the top 8 Influencers
- The 3 most popular beats among the Influencers are Ships, boats and maritime, Transportation and freighting, and News (general)
- The top 3 Influencers accounted for 80% of the volume among the 8 highest Influencers

Mike Santora was the top influencer

Top Editorial Influencers by Volume - Jan 1, 2019 - Dec 31, 2019



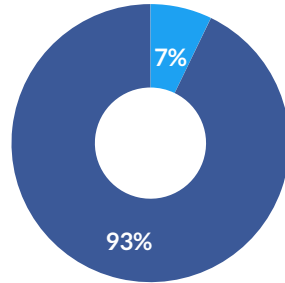
SOCIAL ECHO



HIGHLIGHTS FROM THE YEAR

- Marine Insight had the most popular article on social media with 1.3k shares

186 articles were shared 4.7k times on social media

Social Echo - Jan 1, 2019 - Dec 31, 2019



 Twitter	338
 Facebook	4.4k

MOST SHARED ARTICLES

Marine Insight | Nov 8

Water – The Only Technically, Environmentally And Commercially Viable Propeller Shaft Lubricant

Thordon Bearings is alerting its customers to the recent publication of a DNV GL study that concludes the recent surge in propeller shaft be...

Reach 515k ● Neutral

 16  1.3k



The Waterways Journal | Nov 22

Enterprise Marine Honors Longtime Capt. Pierre Billiot

Enterprise Marine Services christened the mv. Pierre Billiot November 14 in a ceremony held at its Houma, La., headquarters. It was the four...

Reach 6k ● Neutral

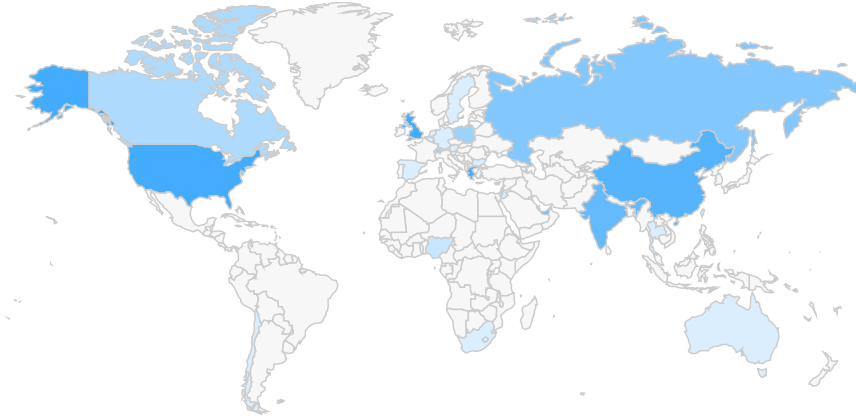
 1  680

GEO PRESENCE











HIGHLIGHTS FROM THE YEAR

- Thordon Bearings was mentioned in 25 total countries in this time period
- The regions North America, Western Europe, and South East Europe combined to cover 75% of the total volume in this time period

United States and United Kingdom had the most global coverag...



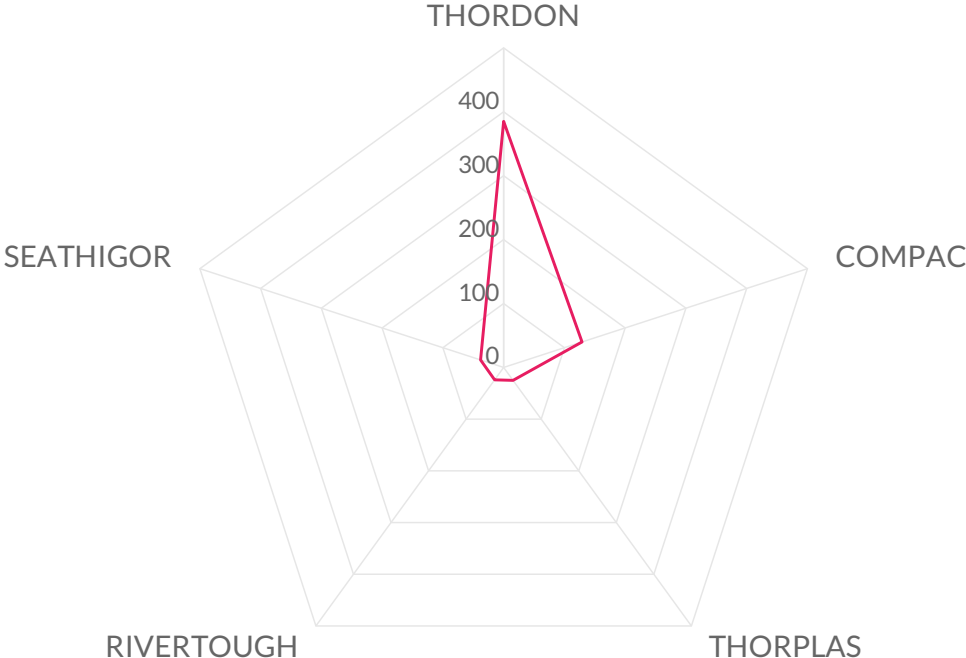
TOP COUNTRIES

 United States	33%	 United Arab Emirates	3%
 United Kingdom	24%	 Russia	2%
 Greece	15%	 Poland	2%
 Mainland China	6%	 Switzerland	2%
 India	4%	 Canada	1%

KEY MESSAGES

"Thordon" was the most mentioned key message

Key Messages - Jan 1, 2019 - Dec 31, 2019

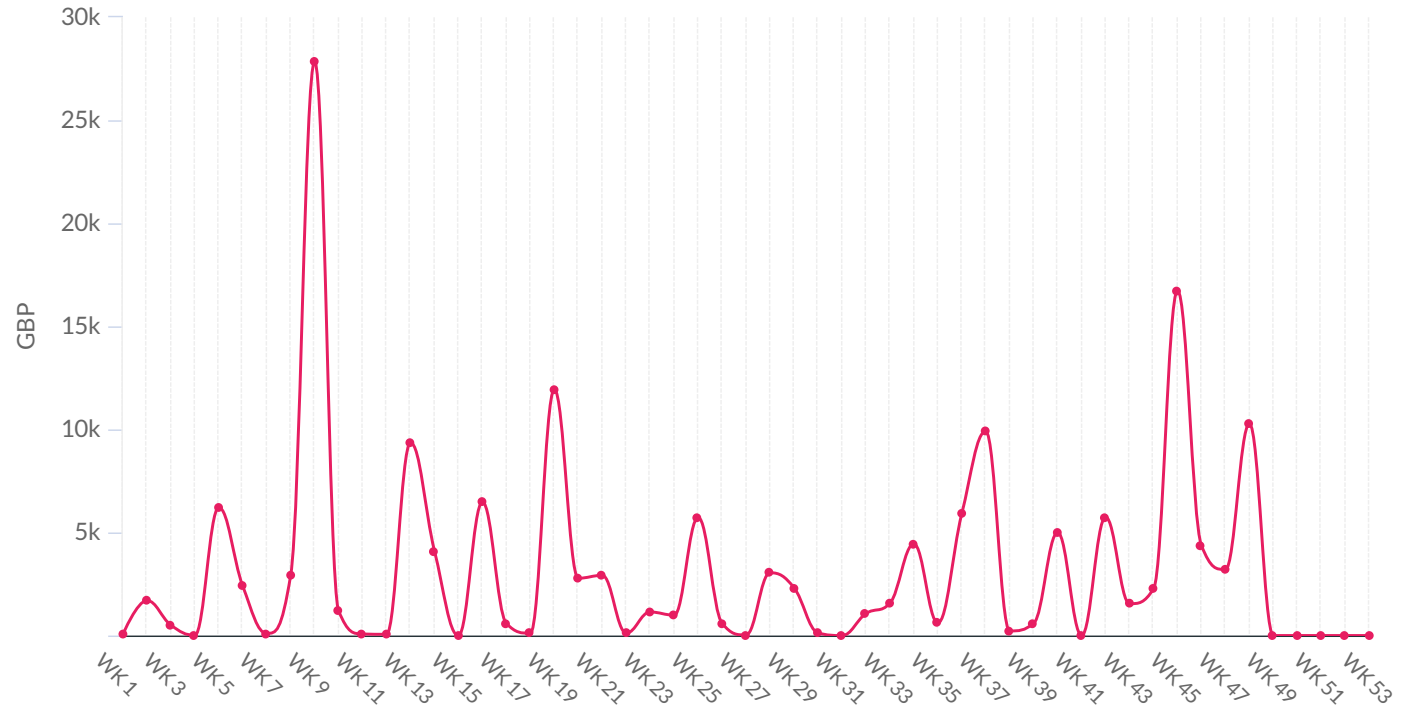


AVE

HIGHLIGHTS FROM THE YEAR

Thordon Bearings's total AVE was £169k

AVE - Jan 1, 2019 - Dec 31, 2019



£169k

WORD CLOUD

HIGHLIGHTS FROM THE YEAR

- "vessel" (128)
"Thordon Bearings" (128)
"Thordon" (96)
- The above 3 keywords covered 30% of the mentions across the top 23

Thordon Bearings's most popular keyphrase was "vessel"

Word Cloud - Jan 1, 2019 - Dec 31, 2019



LINKS

2019 Media Coverage

Click on the link below to view your annual published media content:

<https://seabornecomms.coveragebook.com/b/eed9efde20330b90>