



EUROPEAN
RENTAL
ASSOCIATION

Achievements of the Promotion Committee in 2018 / 19

*Pierre-Yves RALLET,
Promotion Committee Chairman*



Please react on Twitter, @era_rental



Mission statement

Communication

- Use of a PR agency to spread the benefits of rental
- ERA websites and social media
- Communication Strategy Workshop

Convention

- Preparation of the programme
- Organisation of the Workshop

Special projects

- Upgrade of the ERA TCO Calculator

ERA Convention 2019

Members of the Promotion Committee

Chairman	LOXAM	Pierre-Yves	Rallet
Associations	Assodimi	Gian Luca	Benci
	BBI	Ina Maria	Brämswig
	ASEAMAC	Jose	Blanco
	HAE	Ann	Harrison
Rental Companies	IPAF	Jo	Power
	A-Plant	Asif	Latief
	Avesco	Clotilde	Jouette
	Boels	Bjørn	Kreijen
	HKL	Ulf	Boege
	HSS Hire	Dave	Raywood
	Ramirent	Franciska	Janzon
	Ramirent	Terhi	Jokinen
	RIWAL	Kris	Desmedt
	VENPA	Enrica	Pege
	Zeppelin Rental GmbH	Dominik	Baumann
	Associate Members	Caterpillar	Isidro
Hitachi		Arnold	van Benthem
Hitachi		Rene	Danielsson
KHL Group		Murray	Pollok
Generac		Alessandro	Rossi
Generac	Serge	Bazin	

Mission statement

The key mission of ERA is to promote the rental concept in order to facilitate a **continued growth** of a sustainable and professional rental industry in Europe



Last campaign in Dec 2018 / Jan 2019:

- Subject: Promotion of the Sustainability Award at the Convention

Campaign in progress on the New ERA TCO Calculator:

- English version of the press release launched in April,
- Translation in 5 languages proofed by our local correspondents

The Market Report remains the ERA's « best seller »

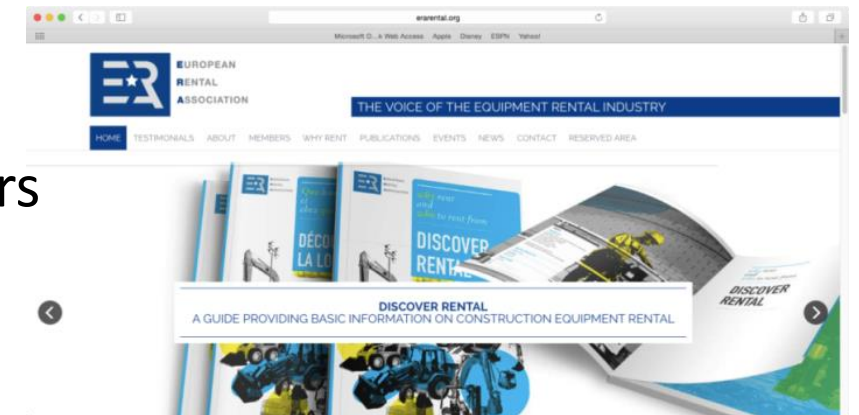
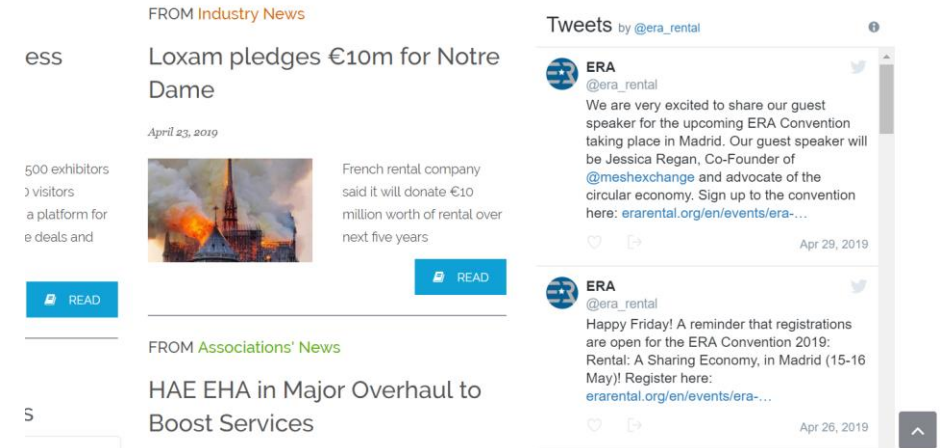
CAMPAIGN PRESS RELEASE	PIECE OF COVERAGE
Statistics Report (1) October 2014	14
Sustainability Campaign (2) April 2015, June 2015	17
Statistics Report (2) October 2015, November 2015	27
Circular Economy (1) December 2015	12
Total Cost of Ownership (2) June 2016, January 2017	20
Market Report 2016 (2) November 2016 – Jan 2017	23
Sustainability brochure (1) April 2017	10
Market Report 2017 November 2017 – Jan 2018	16
Market Report 2018 Oct 2018 – Jan 2019	16
Sustainability Award 2019 Dec 2018 – Feb 2019	TBC

ERA Website and social media

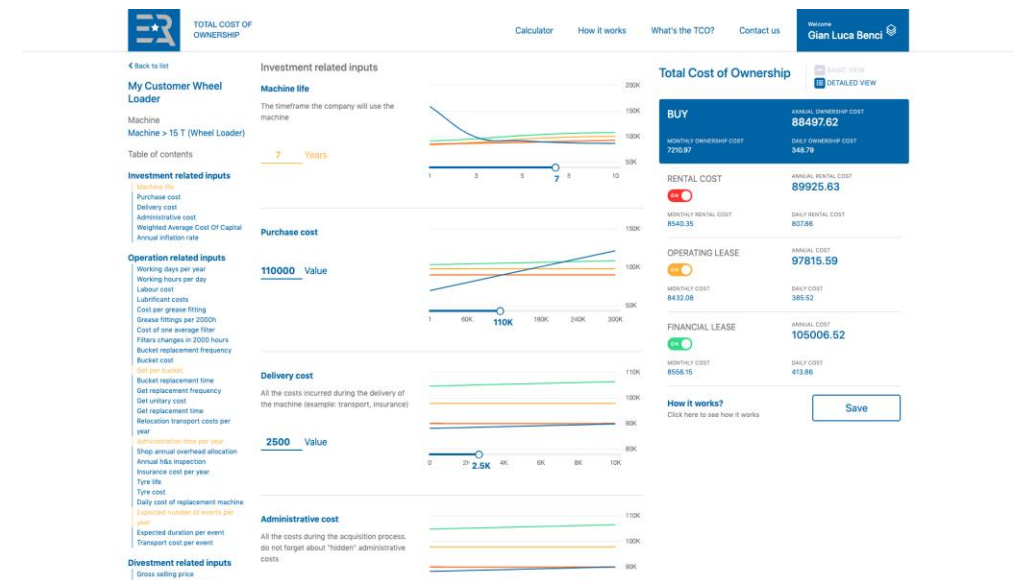
- Mobile responsive, multilingual
- Primary platform for ERA communication
- Integrated with social media:
 - Building audience and activating channels
 - 757 Twitter followers
 - LinkedIn posts
- Next step is to move to video and active content management

ERA Website Audience : Between 1,500 and 3,000 visitors per month

- 87% are new visitors
- Visitors come from #1 US (14%), #2 Italy (12%), #3 UK (8%)



- <https://equipmentcalculator.org/>
- First version of the website launched in 2016
- 6 languages (English, German, French, Dutch, Spanish, Italian)
- Updated version launched in March 2019:
 - Operating lease and finance lease options
 - New UX
- About 300 visitors per month
- 1,096 registered users



- Meeting of a subgroup of the Promotion Committee in December 2018 to review **ERA's Communication Strategy**
- Based on the findings of the Strategic Review conducted in 2018
- Conclusions:
 - Enough deliverables and contents to build a comprehensive communication plan,
 - provided that these contents are updated and fitted for new media (page LinkedIn, Facebook, Twitter, etc.)
 - Key objective:
 - Better identify the diverse audiences that ERA must address
 - Recommendation:
 - Dedicate additional human resource for communication

	Last update
Promotion Committee	-
Discover Rental	2011
ERA brochure	2015
Equipment TCO calculator	2019
Reasons to rent	2014
E-book on digitalisation in the rental industry	2017
E-book on recruitment and retention of talent	2017
Social media and the rental industry	2018
Sustainability Committee	-
Online sustainability brochure	2015
FAQ on carbon footprint	2012
Statistics Committee	-
ERA Market Report	Yearly
Future Group	-
CRM Guide	2018
How to compete with other industries...?	2017
Job positions	2018
HR best practices	2019
Social media and web analysis	2018
National associations	-
Good reasons to be member of ERA	2017
Annual report	Yearly
The Rental Checklist	2009
Framework for General Rental Conditions	2009

national-associations
promote press-release
studies
ER reports
web
calculator website
emailing
press video
translate whitepapers
YouTube.
communicate

