

BUYER'S GUIDE

Logistics Brand Awareness Agencies: 6 Compared by Channel and Scope (2026)

8 October 2026 · Vektor Group

Logistics brand awareness agencies work toward one result: the right shippers, carriers or software buyers know your name when they need the service. Agencies sell four things under that label: ongoing awareness through search, content and email; visual identity; press relations; and paid visibility.

Each entry sets out which of the four the agency offers, for whom, and with what public work.

EXHIBIT 1

How the six agencies compare

Agency	Primary awareness channel	Visual identity evidence	PR scope evidence	Logistics audience	Public work	Fit and limitation
Vektor Group	Search: the pages buyers and AI assistants find, plus Google Ads and email	None; we do not design identities	None; we do not run press relations	Carriers, brokers, forwarders, specialist logistics; Europe	Our own research pages, listed by BAM among its dangerous goods links	Search-led awareness; pair with a design or PR studio for those
HERZIG	Brand strategy, PR, content and inbound	Corporate design; references include logo and web design	Says it can act as a client's external PR agency	Forwarders, logistics and transport companies; Cologne	Named client references, such as COBANTUR BOLTAS	Positioning, PR and design in one consultancy; no price
RTG Communications	Media relations and thought leadership	Not stated	Trade press coverage, interviews, speaking slots	Shipping, logistics, maritime; UK and Hong Kong	Featured coverage list, such as an AJOT interview	For firms with news; no search, paid or design service
Virago Marketing	PR, content and demand generation	Brand positioning; rebrand case titles	Media outreach, press releases, media relationships	Supply chain technology companies selling into logistics	Named Magnus Technology Group case	For logistics software firms; no price

Agency	Primary awareness channel	Visual identity evidence	PR scope evidence	Logistics audience	Public work	Fit and limitation
Sentily	LinkedIn management and email design	Logo, type, livery, stationery; from €390 in euros, converted from pounds	Not stated	Forwarders, hauliers, GSAs, 3PL; UK and Europe	Livery and LinkedIn examples for named clients	For a look that lags the operation; no SEO, ads or PR
Logistix Marketing	SEO, Google Ads and short video	Video branding; no logo design listed	Press release distribution	US trucking, brokerage, dispatch	Case figures with no client named	For US carriers and brokers

EXHIBIT 2

Where to start

Your situation	Where to look
Buyers search for our lane or service and find competitors	Vektor (entry 1), for SEO, Google Ads and email built on buyer questions
We need positioning, a slogan and press work, mainly in Germany	HERZIG (entry 2)
We want trade press coverage and interviews in Europe and Asia	RTG Communications (entry 3)
We sell software to logistics teams and want PR with demand generation	Virago Marketing (entry 4)
Our logo, livery and LinkedIn page look dated	Sentily (entry 5)
We are a US carrier or broker wanting search, video and press releases in one plan	Logistix Marketing (entry 6)

Sources

Vektor Group, Marketing for Businesses in Logistics <https://vektorgroup.eu/marketing>

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Virago Marketing, Magnus Technology Group case study <https://viragomarketing.com/logistics-marketing-case-study/>

Sentily, About <https://sentily.com/about-us/>

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Logistix Marketing, Video Branding <https://logistixmarketing.com/video-branding/>

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