

BUYER'S GUIDE

Logistics and Supply Chain PR Agencies Compared for Earned Media

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Logistics and supply chain PR agencies are worth their fee when they can show a story you can open, about a client they can name. The eight firms here run from research campaigns built on client data to UK trade press specialists and transport public affairs.

Each entry sets out the logistics work the firm names, its PR scope, the coverage behind it and what to confirm before you sign.

EXHIBIT 1

How the eight PR firms and Vektor compare

Firm	Logistics clients it names	PR scope	Research or data campaigns	Named coverage you can open	Base and markets	Confirm before signing
Vektor Group	None as PR clients; our own road freight brokerage	None: no press relations	Our own ADR research, listed by BAM	None: we do not place coverage	Tallinn, Estonia; Europe	Who pitches the research, and to which titles
Gregory	Descartes, Overhaul, RELEX	Trade and national media, thought leadership, awards, crisis, AI search	Monthly shipping report for Descartes; quarterly cargo theft reports for Overhaul	CNBC, May 2025 (Overhaul); Supply Chain Digital, February 2026 (Descartes)	Ardmore, Pennsylvania; Boston, New York, London	Which outlets count as tier one, and the period behind each figure
Warner	Packsize, ALAN, Thomas	Media relations, executive communications, research programmes, trade show support	Industry Market Barometer survey for Thomas	FreightWaves, March 2023 (Packsize); Supply Chain 24/7, July 2024 (ALAN)	Boston	The dated list behind its ALAN coverage figure

Firm	Logistics clients it names	PR scope	Research or data campaigns	Named coverage you can open	Base and markets	Confirm before signing
DPR Group	TradeBeyond, Hardis Supply Chain, Cimcorp, Stoecklin Logistics	Media relations, bylines, analyst relations, product launches	Industry surveys listed as a service	Supply & Demand Chain Executive, October 2022 (TradeBeyond); DC Velocity, March 2026 (Hardis)	Frederick, Maryland; US, Canada and Europe	Who drafts the bylines, and any work for carriers or forwarders
Walker Sands	Breakthrough, Hub Group, AIT Worldwide	Media relations inside integrated marketing	Not published	Supply & Demand Chain Executive, April 2022 (Breakthrough)	Chicago, Boston	Which placement count in the Breakthrough case is current
RTG Communications	Port of Rotterdam; ports, shipping lines and logistics providers	Media relations, executive interviews, content, LinkedIn	Not published	AJOT, June 2025 (Port of Rotterdam)	UK and Hong Kong; Europe and Asia	Capacity at busy times, with two people named on its team
AMA PR	Releases for Rushlift, LEEA, Packsize, Jungheinrich and Movu Robotics	Press relations, white papers, content writing, events	Not published; writes white papers	Warehouse & Logistics News, August 2026 (Jungheinrich and Movu Robotics)	UK	Which titles ran each release it sent
Century PR	JS Davidson, TNT Express UK and Europe	Media relations, digital PR, social media, crisis, awards	Not published	Motor Transport, December 2022 (JS Davidson)	Leamington Spa, UK	Recent coverage, since its TNT case dates from the 1980s
JBP	Palletways, Linde Material Handling	Media relations, stakeholder engagement, political affairs, crisis	Not published	None linked	Bristol and London	Dated examples behind its Palletways coverage figure

EXHIBIT 2

Where to start

Your situation	Where to look
You hold shipment, trade or incident data and want a recurring report the press will quote	Gregory (entry 2)
You are announcing news at a trade show, or you run an industry nonprofit	Warner (entry 3)
You sell supply chain software and want trade bylines and analyst briefings	DPR Group (entry 4)

Your situation	Where to look
You want PR run alongside paid ads, SEO and content by one agency	Walker Sands (entry 5)
You are a port, shipping line or maritime business with audiences in Europe and Asia	RTG (entry 6)
You supply warehouses or materials handling and want UK trade press	AMA PR (entry 7)
You are a UK haulier, pallet network or cold store and want trade coverage or awards	Century PR (entry 8)
Your story involves councils, planning or regulators as well as the media	JBP (entry 9)
You want search pages built to be cited, and no press relations	Vektor Group (entry 1)

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