

## eDM copywriting for DHL Supply Chain

As part of its 'Supply Chain Resilience' thought leadership campaign, DHL Supply Chain commissioned a series of Industry White Papers with leading analysts. Their UK agency hired me to develop eDM copy to pitch the various gated assets, prompt registration to download, and engage respondents with relevant, topical follow-through communications. I wrote targeted eDM journeys for various sectors including Automotive; Pharmaceutical; Life Science, Healthcare & Medical Devices; Fashion Industry; Consumer Goods Packaging; Emerging Markets; and Engineering & Manufacturing. Copy: Ian Castle, Freelance Copywriter.

### Email

Subject: **Understand & reduce risks in your automotive supply chain**

**Safeguard your automotive supply chain.  
Free 'Resilience' White Paper.**

Dear [Salutation] [Last Name]

Unforeseen events can jeopardize any automotive supply chain. If your operations were threatened, how quickly could your business recover? Would your brand reputation be compromised?

### 'What if...?' Testing for Resilience.

Best practice businesses can answer the big 'what if' questions. In a new, exclusive White Paper, DHL Supply Chain collaborates with industry author Lisa Harrington to explore how to dramatically diminish the risk of supply chain disruption. Examining the impact of major events such as natural disasters and political unrest, 'Supply Chain Resilience' reveals the hallmarks of lean and resilient supply chains that automotive companies can employ today to avert a crisis tomorrow. It's free to download now.

Our supply chain expertise can't prevent global volatility. But we can help you plan to manage and mitigate it.

[CTA]:

**Understand Resilience.**

**Download your [free White Paper](#)>**

[Registration page](#)

[Page title]: **Automotive Supply Chain Resilience: White Paper download**

[H1]: **Understand and reduce risk in your automotive supply chain. Free 'Resilience' White Paper.**

Thank you for your interest in our latest report, **Supply Chain Resilience**. To download your copy, please complete the brief form.

***"The new resilient automotive supply chain recognizes the need for collective, rather than sequential, risk management; and facilitates collaboration on the new scale that is necessary for survival."***

Global volatility is inevitable. For the automotive industry, the impact of supply chain interruption can be severe. Our White Paper, developed in collaboration with industry author Lisa Harrington, gives you the insight to identify and understand your current supply chain vulnerabilities. Based on the latest industry trends, learn the hallmarks of lean and resilient supply chains. Join businesses asking 'What if', to build a strategy that can help make your supply chain more resilient. We hope you enjoy the White Paper.

For Sale. Persuasion.™



Unforeseen events can jeopardize any automotive supply chain. If your operations were threatened, how quickly could your business recover?



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1. "Lisa H. Harrington, Sandor Boyson and Thomas Corsi, X-SCM: The New Science of Xtreme Supply Chain Management, Routledge, 2010.

For Sale. Persuasion.™

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[H1] **Understand and reduce automotive supply chain risk.**

**Free 'Resilience' White Paper.**

Thank you for registering for our free Supply Chain Resilience White Paper.

Key highlights include:

- The commercial imperative of resilience and asking 'What if...?'
- The four current trends across the automotive sector
- The hallmarks and emerging attributes of the lean-resilient supply chain hybrid

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### > Join the debate.

For more about supply chain best practice, solutions and success stories, visit the DHL Supply Chain automotive pages at [www.dhl.com/automotive](http://www.dhl.com/automotive) and join our discussions and debates on [LinkedIn](#) and [Twitter](#).



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