

GLOBAL MARKETING & BRAND DEVELOPMENT

Industry: Industrial

<p>Campaign: Integrated Marketing Communications (IMC) Strategy Timeframe: Ongoing Goal: Global Brand Alignment/Enhanced Market Appeal Distribution: North/South America, Europe, Asia & Middle East</p>	<p>Campaign Target</p> <h1>B2B+B2C+B2I</h1>
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Challenge	Solutions	Results
<p>Client needed to reposition as a global company, shifting its image from a local business to a multinational brand, to effectively motivate international growth and support strategic marketing efforts, while positively influencing public, industry and investor awareness in diverse markets. Agency recommended IMC strategy development as the solution.</p>	<p>Through the application of the IMC strategy, the agency successfully rebranded the Client's company to meet the demands of the global market based on market research and industry competitor analysis. That led to the relaunch of the company brand using a multicultural approach covering 9 languages with audience-specific messaging in multiple marketing channels.</p>	<p>A successful rebranding of the Client's company, from its marketing collateral and website to the integration of public relations and corporate communication strategies. These solutions extended the brand into new markets and led to increased market share, lead generation, sales revenue, investor activity and ultimately established a wide ranging global footprint.</p>

Marketing Mix

Strategy Development	Tactical Development
<ul style="list-style-type: none"> • Key Message Development (9 languages) • Online and Offline Communication • Strategic Marketing Initiatives • Media Planning & Metrics Tracking • Press Release Development & Distribution 	<ul style="list-style-type: none"> • Corporate Website & Micro Sites • Marketing & Tradeshow Materials • Direct Mail & Electronic Media Campaigns • Magazine & Newspaper Ad Creative • Sales & Promotional Materials • Digital Media & Video Production • Public Relations & Social Media

Distribution & Tracking



Integrated Marketing Communications

The challenges of the new economy require top companies to create a unified front to connect with their markets and customers by using multiple online and offline marketing channels.

The application of an integrated marketing communication (IMC) strategy allows for the integration of all marketing tools, concepts, philosophies and resources within a company to maximize the marketing message's impact on consumer minds. This increases response and conversion rates while reducing risks associated with marketing campaign management.

The Client in this case study was an industrial technology company with an established reputation at a local level and a growing brand in two unrelated vertical markets. The Client needed to reposition itself as a global industry leader and a leading OEM alternative in the markets it served.

An added element of sensitivity to the implementation of the proposed IMC strategy and its initiatives came from the Client's status as a public company. The Client's management and stockholders were critical about how the company was perceived in the industry and its markets, as well as among shareholders and the public, including potential investors.

The IMC strategy, based on research and analysis of current and future trends for the Client, was implemented starting with the rebranding of the corporate communication tools—including the website, marketing collateral and all tradeshow materials—to increase the sophistication of the marketing efforts.

The solution for the Client's challenges included: a redesigned company logo; new key messaging, imagery and content to connect with their market segments; the design of a complete set of corporate brochures, investor reports and marketing documents; the deployment of an effective web presence using micro sites to migrate the original company message in nine different languages to meet the needs of global market-specific audiences.

The final element of the solution was the integration of enhanced public relations and corporate communication initiatives by way of a press release distribution schedule, supported by social media initiatives, to increase the brand's reach and search engine footprint.

The final step of the IMC strategy led to the establishment of a solid set of marketing programs that motivated increased lead generation and global sales, while aligning the brand with the needs of the global marketplace.