

Building a Connection

After a series of acquisitions of key label converting companies, a leader in printing and label converting needed to centralize its brand awareness and recognition in key markets.

Brand positioning and vertical market focus



Challenge

WS Packaging Group is a leading North American label converter, providing innovative packaging, shopper promotion, and branding initiatives that increase shelf impact, brand consistency, shopper engagement, and packaging line productivity. After a series of acquisitions, WS Packaging Group was fragmented in its market approach. The company needed to find efficient, impactful ways to establish a new unified dialogue and build relationships with its past and prospective end user audiences. The company needed to qualify itself as an innovator and industry leader in order to secure opportunities at top CPG companies.

Think

To fight the appearance of fragmentation, WS Packaging Group needed to centralize its market approach to strengthen its approach into vertical markets. WS Packaging Group had in its possession many examples of market innovations. The strategy was to establish a position of innovation leader and back it up with case studies providing impact at the retail shelf.

Create

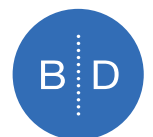
To overcome the fragmented market approach, an overall visual system and messaging for all communications was developed. Leading with the tagline "Innovation for Impact", the case studies were re-purposed into direct mail, email campaigns and media articles targeted for specific CPG end user audiences. Each campaign contributed to a database of customer and prospect contacts for each vertical market. Database development created efficient, cost-effective ways to gather market research.

Connect

The unified visual system and innovation messaging generated high-quality sales leads to funnel to the sales force. A solid foundation was built for ongoing segment-specific communications to continue to increase brand awareness and strengthen brand loyalty.

SCOPE OF WORK

- Brand Positioning*
- List Research & Development*
- Direct Marketing Campaigns*
- Print Collateral System*
- Web & Microsite Adaptations*
- Public Relations*



BrandDirections
Think. Create. Connect.