

Unifying multiple businesses under a single brand.

The creation of a new global business, Sekisui Polymer Innovations (SPI), was part of Sekisui Chemical's long-term business strategy to strengthen its investment in the plastics and thermoforming industry. As a result, the combination of two well-known companies, KYDEX LLC and ALLEN Extruders, required new positioning as a single entity in the global market. Employees of both companies were anxious about the changes and customers were concerned that relationships with their long-term business partners would be adversely affected.

Our Strategy First solution

The Solutions Group provided strategic and brand leadership to position the SPI brand for immediate transition and future growth.

- Conducted company-wide interviews to gain insight into existing brands and both company cultures
- Developed a unique brand positioning that only SPI could own
- Created a new corporate look and feel to help promote the new brand to both domestic and international customers
- Integrated sales and marketing across the enterprise to ensure continuity of message to current and future customers
- Designed and conducted a unifying brand training program and orientation for all employees
- Created and executed a web strategy to develop and launch a new website for the SPI brand

Results

- "One SPI" marketing messages were immediately available to mitigate potential customer concerns
- New opportunities were created to drive a fresh brand story across the global plastics industry
- Penetration within existing markets was increased by implementing consistent go-to-market strategies