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NEW BRAND POSITION FOR ADTECH IMPROVES SALES CONVERSATIONS

CHALLENGE

Adtech Global was a very complex company for its size with four distinct divisions with diverse product focus and multiple target audiences. The company had no overarching value proposition for sales teams to use when pitching customers. All employees including sales teams were unable to articulate value proposition for company and could only provide some info on their division. The company was looking to acquire new pieces of business and struggled to explain “what they do” to prospective M&A targets. The corporate name (Adtech) was misleading and many thought the company was an advertising related company due to other existing companies with more brand awareness using the same name in the advertising industry, but the company name was not subject to change.

ACTIONS

- Developed strategy for project implementation working with external vendor.
- Personally gathered data to inform strategy via one to one interviews with customers, partners and key leaders as well as an electronic survey to touch all employees.
- Personally interviewed 15 company leaders and 15 to 20 clients to better understand the company’s value proposition internally and externally.
- Developed and deployed employee survey using Survey Monkey tool.
- Analyzed data with external consultant to develop brand platform and position.
- Led agency selection and RFP process.
- Developed marketing strategy brief using brand platform data and persona data to brief ad agency.

RESULTS

- The company ultimately settled on the tagline of “Advancing Technology Now” as a means to maintain the same name and speak to their prowess in the technology space as a value-added reseller.
- The value proposition and boilerplate were also updated as well as a new graphical approach was implemented to highlight differences between the various divisions of the company.
- Feedback from employees and sales teams was very positive and sales indicated the new value proposition allowed them to increase the value and quality of conversations with customers.