

Multi-Agency Teamwork Increases Global Brand Launch ROI

Discover

Through acquisition, Sun Chemical assembled 50+ business units — producing market confusion and inconsistent brand communications — as well as operational inefficiencies and redundant expenses. When Sun Chemical undertook the significant initiative to build a global brand strategy, it turned to Nelson Schmidt.

Formulate

Nelson Schmidt developed an overall brand strategy to enable Sun Chemical to capitalize on all brand assets while integrating marketing messages and materials. This strategic branding effort was developed over six months and launched in Düsseldorf, Germany during the largest printing industry tradeshow in the world.

Execute

Working closely with Heller & Partner, our MAGNET affiliate in Munich, Nelson Schmidt led the effort to develop and deliver a brand platform that represented markets in the Americas and Europe. Heller & Partner brought market insight from throughout Europe and worked with the EU team at Sun Chemical. Nelson Schmidt provided Sun Chemical with a lead agency and single point of contact, while delivering cost efficiency through in-country production and delivery.

Roles:

Sun Chemical — Input on business and brand assets, plan approvals, program direction and weekly global review

Nelson Schmidt — Strategic planning, creative platform, national/global public relations, lead capture and fulfillment, interactive strategy, budgeting, invoicing, reporting and program management

Heller & Partner — Cultural insight, creative translation, local PR, in-market production

Measure

- ← Over 1,200 qualified leads generated at drupa (record)
- ← 20% reduction in production costs through in-region delivery
- ← Development of a proven global brand platform for all marketing communications 2004-2007

SunChemical®

Theme, branding and pre-event promotion



Event Web site top-10 position on Google™ for searches



On-site touch-screen kiosk



Signage and graphics

Nelson Schmidt is a full-service integrated marketing agency dedicated to increasing sales for our clients.