

# BRANDING EXPERIENCE & APPROACH

REVISED  
JULY 7, 2022



**BW** Packaging  
Systems

# CONTENTS

- What We Heard
- Our Approach – The Persuasive Process
- Where We've Done It
- Making It Happen

# WHAT WE HEARD

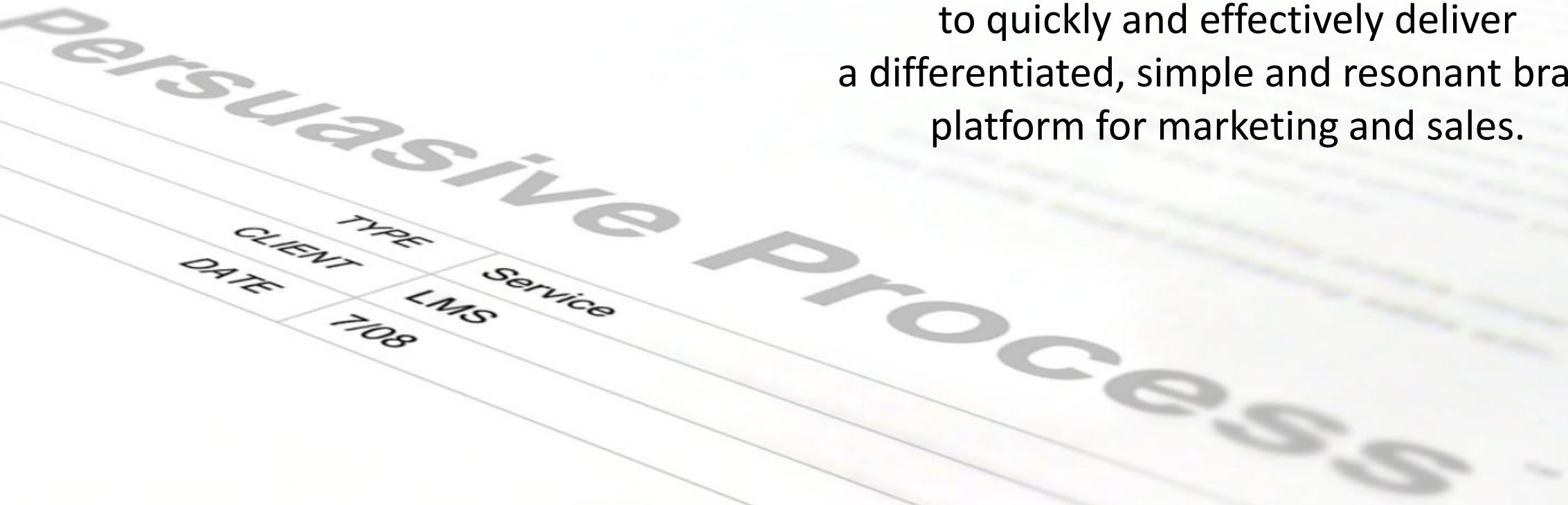
- BW Packaging Systems is the parent to five packaging divisions and currently you want to focus your initial branding work at the platform brand level, so that it can have a halo effect across the individual divisions.
- You have already done some of the initial work in defining what you want to be known for, your values and an initial vision statement.
- Additionally, the research you have already done will significantly expedite the first stages of the branding process.
- Now, you want to lift the brand and give it some swagger and you are looking for some help in shaping and sharing a message that you can be proud of and that resonates throughout the organization.

# OUR APPROACH

## The Persuasive Process

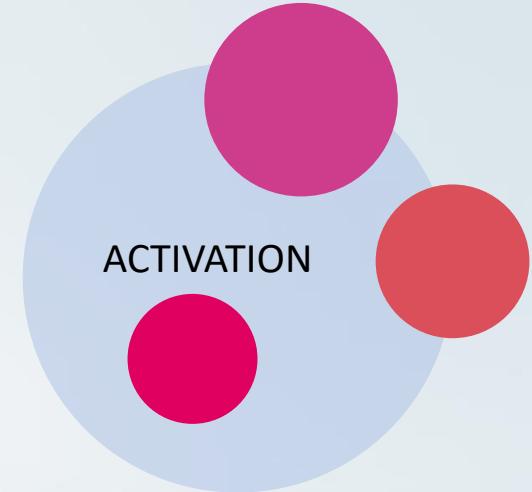
# HOW WE GET THERE

The ***Persuasive Process*** is built from the ground up to quickly and effectively deliver a differentiated, simple and resonant brand platform for marketing and sales.



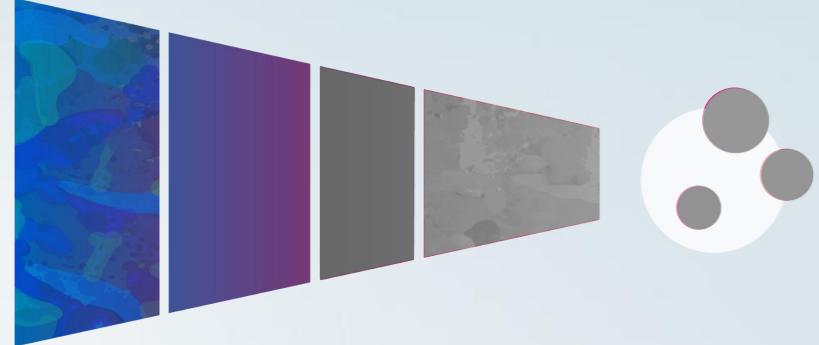
CLIENT	TYPE	Service
	LMS	
		7/08

# THE PERSUASIVE PROCESS



# PERSUASIVE PROCESS

## Immersion and Insights



In the Immersion and Insights phases we are focused on getting to know your business and then conducting the research and analysis that will inform the brand expression. This will often include a mix of stakeholder interviews, data gathering and desk research.

### **Stakeholder Interviews**

We ask key members of your organization to complete a comprehensive questionnaire and interview process. The answers give us insight into your stakeholder's perspectives on competitive position, differentiating benefits and long-term corporate goals.

### **Competitive Research**

A thorough audit of your key competitors to help us gauge your position in the marketplace.

### **1:1 Customer Interviews**

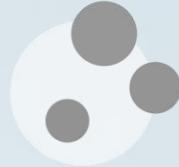
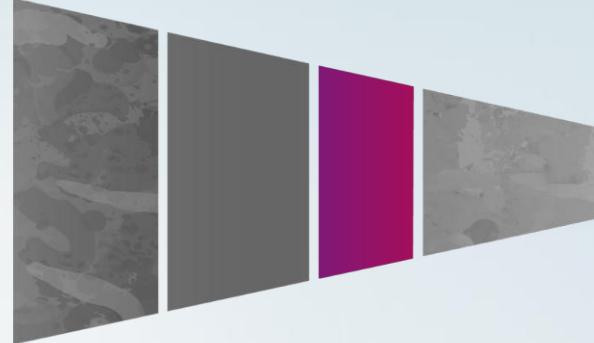
In order to gain qualitative customer perspective into your message and brand, we conduct deep 1:1 interviews with customers and prospects.

### **E-Survey**

In order to gain quantitative customer perspective, we conduct a survey to key customer and prospect contacts requesting their input and insight.

# PERSUASIVE PROCESS

## Brand Definitions



Grounded in a detailed understanding of your business, market, and qualitative and quantitative research and analysis, we will begin the process of defining your brand so that we can bring it to life.

### **Consensus Meeting**

Following completion of the research, questionnaires and interviews, The Mx Group and client teams meet to review and discuss the results, balancing the internal perspective with the external research, and coming to agreement about the core underpinnings of the brand strategy.

### **Brand Definition**

Using the strategic foundation agreed to in the consensus meeting, The Mx Group develops a unique brand definition that acts as the “flag on the horizon” at which all future marketing communications are aimed.

### **Buyer Personas (Optional)**

Using the insights gathered, the Mx Group will produce buyer personas for your key buyer archetypes. These personas prove invaluable to ongoing sales and marketing initiatives.

# BRAND DEFINITION EXAMPLE

## Strategic Brand Platform

The overarching strategic idea that marries the “what” and “why” and lies at the heart of your marketing.  
It’s an articulation of your brand strategy.

## Customer Value Proposition

An articulation of the benefit received by your customers. It’s what they get out of using your product / service.

## Employee Value Proposition

An articulation of the benefit received by your employees. It’s what they get out of being a part of your company.

## Reasons to Believe

The proof points that substantiate your message. It’s what allows you to back up what you say and why people should believe you.

## Character

The personality the company presents to the world. It’s “how” you say “what” you say. Or in other words, it’s the way you express yourselves.

# PERSUASIVE PROCESS

## Brand Expression & Activation



Guided by the agreed upon Brand Definition, we will move into the final stage of bringing your brand to life through creative and visual expression.

### **Exploration of Creative Territories**

Using the approved Brand Definition as our flag on the horizon, The Mx Group will explore a range of initial creative directions. In a Tissue Session, you will see these possible directions and we will decide on which to develop further.

### **Brand Concepts Presentation**

Following the Tissue Session, The Mx Group will develop three sets of creative executions that show how the brand definition can be brought to life in the real world of websites, logos, ads, collateral or other media. You will see three unique paths but each one will fully support the brand as it's been defined.

### **Brand Guidelines**

From an approved brand concepts, The Mx Group will document the finalized brand expression into detailed brand guidelines to ensure consistency in execution by your team and The Mx Group as we create tools and assets for the internal and external activations.

### **Internal and External Brand Activations**

In tandem with creating the tools and assets from the brand guidelines, we will develop and execute plans to reveal the brand to internal stakeholders and take it out to the world.



WHERE WE'VE DONE IT

# POSITIONING A GLOBAL PACKAGING COMPANY FOR GROWTH



- Fortune 500 packaging company
- Sustainability at core
- Recent growth through acquisitions
- Global rebrand underway to unify company

**60**  
Employee + Customer  
Interviews

**3**  
Workshops

**2H 2022**  
Launch

## GPI Branded Elements

GPI Pattern



Graphic Elements



Color Separations



Fiber-Based Packaging  
Innovation that Inspires  
Beneficial Choice.

## POSITION BY UNIQUELY DELIVERING...

### Clear, Bold Vision

GPI is a visionary advocate for change, guiding both customers and consumers to make positive choices about packaging.

### Relentless Innovation

GPI is creating the future in packaging through innovations that anticipate our customer's business needs and the experiences desired by consumers.

### Packaging Excellence

GPI delivers sustainably-sourced fiber-based packaging that's unrivaled in material quality, brand representation, operational viability and consumer functionality.

### Environmental Responsibility

GPI takes little and gives back through packaging that enables satisfying consumer experiences that use renewable and recyclable natural resources.

### Resilient Global Infrastructure

GPI's vertically integrated structure is flexible and highly customer-centric, "scaling up" to provide comprehensive global solutions, and "scaling down" to address acute requirements in local markets, ultimately helping all customers to be more resilient.

# UNIFYING & REDEFINING A BRAND TO ELEVATE PERCEPTIONS

# FUJIFILM

- Unifying branding across 12 divisions of Fujifilm Electronic Materials unit
- Developing a brand to resonate with multiple audiences
- Transitioning employee and customer perceptions of company and category

**60**

Employee + Customer  
Interviews

**1500+**

Employee Survey  
Response Analyzed

**3**

Workshops

## Survey Answer Profile

Answer number & rate:  
1,135 answers / 65% of global FFEM employees

Global answer profile:  
Good mix of role, company, FFEM career length

	Employees in Jan 2022	Answered survey	Answer ratio
FETW	203	112	55%
FEJP	419	311	74%
FEBE	194	124	64%
FESZ/HK	55	45	82%
FEKR/MK	69	66	96%
FEUS	578	275	48%
EM ken	231	193	84%
FESG	11	9	82%
FFEM	1,760	1,135	65%



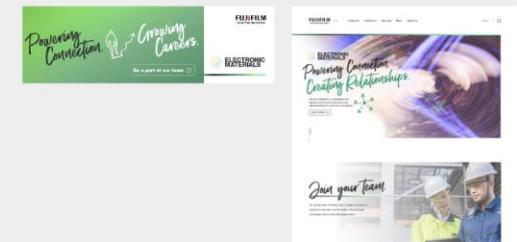
Prepared by The M Group

### Summary

#### Connected



#### Powering Connection





MAKING IT HAPPEN

# EXAMPLE DELIVERABLES

## Brand Definition and Expression

STAGE

### IMMERSION

*Alignment and understanding*

- Kickoff and guided discovery
- Existing document review to understand current situation and guide further research
- Define working approach
- Identify insights gaps and develop research plan
- Goal Alignment

### INSIGHTS

*Research, analysis & insights*

- Validate Brand Perceptions & Deeper Dive
- 3-4 Global/Dept leader IDIs
  - 4+ 30 min Customer IDIs
  - 4+ 30 min Seller & Distributor IDIs
  - 1-2 Industry analyst interviews
  - Optional: Decision “Influencer” Interviews
  - Quantitative Study: Brand and Category Mapping & Brand Equity Analysis
  - Desk research competitive whitespace and industry trends

#### Analysis & Insights Alignment

- Insights presentation
- Critical consensus workshop

### BRAND DEFINITIONS

*Foundational brand strategy*

#### Brand Definition

- Strategic Brand Idea (The Brand’s “North Star”)
- Customer-Oriented Value Proposition
- Brand Character Definition

#### Creative Strategy

- Creative brief to develop external messaging and visual identity

### BRAND EXPRESSION

*Bringing the brand to life*

#### Exploration

- Development of creative territories
- Tissue session

#### Brand Idea

- 3 concepts for each brand
- Workshops
- Test with key stakeholders
- Finalized voice and visual using key assets to demonstrate bringing it to life.

#### Guidelines

- Messaging framework
- Messaging by customers
- Brand guidelines

Alignment on process  
Clarified deliverables  
Education of agency

Voice of Customer  
Key Insights used for defining brand  
Alignment across stakeholders

Foundation for clearly defined brands  
Springboard for messaging & visual ID  
Alignment across stakeholders

Company voice and vision  
Visual and messaging system  
Tools and assets to enable roll-out

TASKS & DELIVERABLES

OUTCOMES

# EXAMPLE DELIVERABLES

## Brand Activation

STAGE

ACTIVATION STRATEGY <i>Exciting the Base</i>	INTERNAL LAUNCH <i>Exciting the Base</i>	EXTERNAL LAUNCH <i>Research, analysis &amp; insights</i>	MEASUREMENT <i>Insights and Optimization</i>
---	---	---	---

- Development of key assets/content needed to fill the gaps
- Internal launch plan
- External launch plan
- Activation plan against key stakeholders
- Marketing plan

- Internal launch plan
- Content for launch (presentations, updated posters for facilities, intranet page)
- Launch/promotion of employee referral plan

- Target market definition
- Creation and development of content and assets (e.g. banner ads, landing pages)
- Media strategy
- Media buying
- Program management and execution of campaign
- Campaign measurement and reporting

- KPI measurement
- Brand management platform
- Review / guidance support
- Analysis & insights on campaigns
- Summary presentation with recommendations

TASKS & DELIVERABLES

Planning workshop Launch plans	Excited employee base Share company-wide vision	Increased awareness of ADI Increased traffic for website	Understanding of impact Next steps optimization
-----------------------------------	--	---	--

OUTCOMES

# EXAMPLE BUDGETARY PRICING

## Brand Definition and Expression

PHASE	RANGE
IMMERSION, GUIDED REVIEW, & ONBOARDING	\$25,000 – \$30,000
INSIGHTS, INTERVIEWS, COMPETITIVE & TRENDS RESEARCH, INSIGHTS PRESENTATION*	(\$65,000 – \$120,000)
BRAND MAPPING & EQUITY SURVEY*	(\$50,000 – \$100,000)
BRAND DEFINITIONS AND BRIEF	\$50,000 – \$75,000
BRAND EXPRESSION AND GUIDELINES	\$75,000 – \$150,000
TOTAL	\$150,000 – \$255,000**

\*Not recommend based on our understanding of your needs

\*\*Excludes Insights and Brand Mapping Stages

# EXAMPLE TIMELINE

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
BRAND DEFINITION AND EXPRESSION											
Kickoff / Immersion											
Brand Definition											
Identity System & Messaging											
Brand Guidelines											
BRAND ACTIVATION											
Campaign Planning											
Asset Development											
Internal Launch											
External Launch											
Measurement (Ongoing)											

The timeline of your branding and activation process is heavily influenced by the research required and the specifics of the activations. The above example incorporates both significant internal interviews and a detailed quantitative study, which extend the timeline.

# WHY MX?

- We have an existing understanding of the packaging market through our relationship with Graphic Packaging International.
- Proven branding methodology and experience that we've refined through over 30 years of B2B marketing experience
- We live and breathe B2B and understand the need to connect on emotional and rational levels
- 140+ B2B marketers in Chicago and around the U.S.
- Integrated, full-service agency that can partner with you for branding, activation and product launch



# THANK YOU



The Mx Group

**BW** Packaging  
Systems