Marketing Services Advertising Case Study - #25

Situation/Opportunity

Ashland Distribution, a leading distributor of chemicals, plastics, composite materials and environmental services in North America, and thermoplastics in Europe was perceived as out of touch with their customers needs. Looking to re-connect with their global customer base, they wanted to develop an ad campaign that conveyed the overarching message that, through their products and services, they could still help their customers grow their business and be more competitive than anyone else in the market.

Our Solution

Sitting down with Ashland's product and service managers, we began the engagement process by conducting a thorough review and evaluation of each business and its customer base in an effort to determine Ashland's unique selling proposition and its customer's hot buttons. In the end, we got back to the basics. Ashland needed to communicate its dedication to product availability, on time delivery, order accuracy, technical support/expertise and customer service/support. In short, the message was Ashland can help its customers grow their business and be more competitive.

Results

We based a campaignon slice of life visuals that depict some of the day-to-day frustrations their customers deal with. Through headlines, these instances are framed as analogous to the distribution issues they face—issues Ashland Distribution helps them avoid, resolve, and handle. For instance, their supplier sending them a product they didn't ask for and don't need is depicted by the empty pizza box filled with black olives clearly picked off.

The ads were was so successful that Ashland repurposed the campaign internally as a means to focus and motivate employees.

SKODA MINOTTI
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