

CASE STUDY: Taking Market Share

New Millennium Building Systems

Challenge:

New Millennium grew through acquisition of like-minded operations. But like-minded does not always equate to like-branded. While the client simply thought they needed to “have some ads created”, we quickly discovered the various acquired companies did not quite know what their new organization stood for. Therefore, any attempt at telling the market a consistent brand promise would surely fall short. Success depended on first engaging the entire organization to build a cohesive brand identity.

Integrated Marketing Communications:

By helping our client align internally on company vision, mission and message, New Millennium has become both an organization and a brand on the move. People from the top down are working to leverage the company's core competencies, develop their full value delivery potential, and bring their unique brand identity to the broader marketplace beyond a traditional sales/supply orientation. As a result, the company has moved from being brand-challenged to the #2 challenger brand in less than four years. This strategic marketing program is working at the expense of the entrenched competitor, resulting in climbing market share.

Results achieved:

New Millennium has **moved from #4 to the #2 position**, quickly evolving from a sub-supplier that spoke only to its direct customers to a new-value leader and preferred partner at the project planning stage, **gaining preferred-provider status** among key decision makers and influencers.

