

## CASE STUDY



## THINK MARKETING

### ***Extending Corporate Marketing***

*DuPont Displays selects Think Marketing to manage their premier marketing event*

One of the biggest challenges facing DuPont is how to integrate all of their numerous brands under a single, unified messaging platform. To address this challenge, the company began a strategic initiative called “One DuPont.” DuPont then retained the services of Think Marketing to ensure that the “One DuPont” concept was properly executed in the field. Beginning with one of DuPont’s premier marketing events, Think Marketing worked across multiple business units to create and deliver an integrated marketing message for the DuPont Displays platform. The result was a cohesive exhibit that supported the “One DuPont” vision while providing customers with a clear understanding of DuPont Displays products.

Whether you’re a small business or a corporate giant, Think Marketing can extend your in-house marketing efforts by delivering intelligent marketing that increases brand value.



*The miracles of science™*





**“Think Marketing’s incredibly talented team of marketers act as if they are my own full-time employees... this is completely transparent to press, analysts, customers and sometimes even our own full-time employees.”**

*Peter Compo, General Manager, DuPont*

## Challenge

The question for DuPont is not if they are going to market but how and what they are going to market. As with many Fortune 100 companies, DuPont is comprised of numerous divisions and business platforms built over a century of organic and acquisition growth. For DuPont, the challenge is how to market their various products and services while still leveraging their global brand – vital to maintaining the overall brand value. No project illustrates this better than their yearly marketing event for the Society for Information Displays (SID.) For this event, DuPont was looking for:

- Strategy & Messaging
- Branding Compliance
- Event Management
- Booth Layout, Creation & Build-Out
- Demo Development
- Speaker Training & Materials
- Collateral Creation
- Customer Research & Polling
- Corporate & Trade PR
- Website Content Updates

## Approach

Think Marketing's team worked across multiple business units of DuPont Displays to define the essential marketing messages for each division and then integrated them under a unified DuPont messaging platform. Working seamlessly with DuPont staff at numerous layers of their internal departments, Think Marketing was able to help DuPont Displays articulate a “One DuPont” vision for the event while still providing each business unit with the unique and in-depth support they desired. This cohesive marketing voice was then channeled through customer-facing deliverables such as booth design and layout, dynamic product demos, event collateral and a multi-pronged PR campaign.

Acting as DuPont Displays internal marketing department, Think Marketing developed and managed the event budget and executed across all marketing platforms. Think Marketing delivered a unified marketing message that satisfied the dual priorities of supporting the business units as well as the overall corporate vision for DuPont.

## Results

**In-house, Outsourced Marketing:** By providing end-to-end event management, Think Marketing allowed DuPont to effortlessly extend their corporate marketing assets to “in-field” marketing programs. Working with Think Marketing allowed DuPont to easily augment their in-house staff with a team they trust to support their corporate vision.

**Ensuring Brand Compliance:** Working across multiple divisions and layers of internal departments, Think Marketing provided a centralized point of contact that ensured that all marketing messages, graphics, press releases and presentation materials adhered to DuPont branding guidelines as well as supported their overall corporate messaging.

**Leveraging Brand Value:** Think Marketing developed messaging and graphics that clearly articulated the unique benefits of the featured products while still supporting the “One DuPont” corporate vision. This unified message ensured that each business unit effectively leveraged the DuPont global brand.

## Contact Us, We Can Help

At Think Marketing, we believe that if your marketing efforts are not propelling business growth they are a waste of your business capital. To find out how Think Marketing can help you create marketing momentum for your company, contact us at: [info@thinkmktg.com](mailto:info@thinkmktg.com)