

Localization



“ Our objective was to introduce and build confidence in a new local service in a region where we had previously been known only as a distant supplier. ”

David Jukes, Chief Executive Europe, Distrupol

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Distrupol

The Challenge

Distrupol has a well-established reputation as a polymer distributor, technical service provider and application development partner in northern Europe. As part of its strategy for growth the company wanted to extend its services and successes to the south of Europe, starting with the Iberian Peninsula. And, even though Distrupol was known to the plastics industry in Spain and Portugal, it was only considered to be a northern European distributor.

The Solution

Putting in place local support was seen as the start-point for a concerted marketing effort that would encompass the plastics industry throughout the Iberian Peninsula. Distrupol's first step was to leverage the area network of its parent company Univar, the leading global chemicals distributor. Simultaneously, in conjunction with EMG, a major promotional campaign was initiated. This comprised of news releases for the plastics industry media highlighting Distrupol's expanded services, and a specially designed flyer in Spanish and Portuguese for direct mailing to customers and business prospects across the region. In addition to announcing its presence in the marketplace, the flyer gave broader background information on the Distrupol product and service offering. To maintain continued exposure of the Distrupol name to its industry audience, EMG ensured that appropriate news outlets were regularly briefed on Distrupol's business and organisational developments. Aided by the sustained communications effort, Distrupol's Iberian expansion advanced further with the appointment of additional professional staff and the addition of four new operational centres, effectively providing Iberia-wide technical and logistics coverage.

The Result

The deployment of a planned press and direct mail campaign paved the way for Distrupol to establish and consolidate its Iberian presence to a pre-informed and favourably predisposed market. Building a solid, advance introduction of the company, its products and planned services for the region, contributed to its positive reception and confirmed the strong potential of the Spanish and Portuguese plastics industries. In turn this provided Distrupol with the impetus to drive ahead with its business development plans and the commitment of further resources.



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