



*“ Marketing Solutions\* has been our communications partner since we embarked on our external growth plan 7 years ago.*

*Their expertise in the global industrial B2B world and network capabilities helped us to communicate clearly and consistently with our stakeholders.*

*As we continued to expand our presence on the international stage, we were able to execute our communication needs effectively, because Marketing Solutions live in the same business world as Songwon, speak the industry language, operate worldwide and understand our needs.”*

Maurizio Butti, Chief Operating Officer

Strategic Development >

Branding & Positioning >

Media Relations >

Marketing Tools >

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Crisis & Issue Communications

**Songwon Industrial Group**

*\*Marketing Solutions is a member of the EMG Global Group*

## The Challenge

Songwon is the 2nd largest manufacturer of additives for the global polymer industry. As the company realized its strategic vision to transform from a local Korean producer into a major global player in the Specialty Chemicals market, they needed a corporate communications strategy to help them grow and retain their new base of international customers.

## The Solution

Marketing Solutions, a member of the EMG Global Group, developed a 360° corporate communications strategy to reflect Songwon's global capabilities, and communicate its brand promise across new geographies, customer cultures, and its growing and diverse mix of employees.

## What We Did

The first step to creating a sustainable corporate communications strategy was to work with Songwon to capture the fundamentals of the company and develop a brand essence as a foundation.

Songwon chose Salient in Additives as its brand tagline. The word salient comes from the Latin verb "salire" meaning to leap or leaping. As an adjective it means the most noticeable, prominent or important; all good indicators of Songwon's leading market position, and an appropriate and provocative description that embodies its ambitions and values. From here the brand strategy was developed including Songwon's brand promise and key messages.

The next step involved translating the brand essence into tools to communicate to Songwon's global internal and external stakeholders in a consistent and coherent structure.



The Songwon Corporate Identity Program, Style Guide, and Code of Conduct, were developed and launched internally, followed by external communication tools such as the Songwon Annual Reports, marketing collateral, advertising, trade show assets and its new website. These all reflect a consolidated market approach and corporate strategy for continued growth.

A global media relations campaign was rolled out to surround targeted international audiences with core messages and deliver news about Songwon's expansion projects across new geographies, its rapidly expanding portfolio, and R&D activities and innovations.

## The Results

Songwon moved from modest local coverage to achieving global share of voice both in volume and impact. 2012 coverage in key countries includes China (40% of global coverage), Germany (29%), Japan and the US. Songwon further realized a 52% increase in exclusive feature coverage and 20% more key media coverage representing double the advertising value year over year.

Songwon today is recognized as the 2nd largest global supplier of polymer stabilizers in the world, and has grown to a \$637 million company (8.1% YOY increase vs. 2011).



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# developing & building a global brand

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