

Global Marketing VP for Major Packaging Company Would be 'Flying Blind in a Snowstorm' Without Solutions From *Industry Intelligence Inc.*

www.industryintel.com/clientstories

AT A GLANCE

- **Industry:** Packaging
- **Company Size:** \$1.2 Billion
- **Employees:** 3,800
- **Tools:**
 - Market Intelligence
 - Daily Report
 - Competitor Report
- **Business Teams Supported:**
 - Enterprise-Wide
 - Sales
 - Senior Leadership
 - Product Development
 - Procurement
 - Sustainability

BENEFITS

Change happens faster than ever, which makes it difficult to stay ahead – especially when tracking the latest developments on many different fronts. The Marketing VP now has up-to-the-minute news about regulations, customer preference, technology, supply chain, competitors and innovation. Using Industry Intelligence reports and the i2dashboard, the packaging company's sales and marketing team enjoys instant access to information about a wide range of topics – and the team can help customers stay ahead as well.

The company now relies on Industry Intelligence to help inform its strategy and investments as it plans for the future and prepares for the unknown.

"Without this intelligence, it's like flying blind in a snowstorm, not knowing what's in front of you or coming your way," the Marketing VP said.

"Implementing a foundation of information across our team added massive value."

He also noted that when e-commerce started booming, "the intelligence we were able to gain and use to understand and educate within our company was immeasurable. Industry Intelligence really helped us understand how we needed to position ourselves to win within that market."

CHALLENGE

The Global Marketing VP for a major packaging company came to Industry Intelligence with one critical challenge: information overload. Even as a large organization with abundant resources, team members were overwhelmed by information. They needed to know what was happening within their industry, and they needed the latest information about supply chain and technology innovations. Above all, they needed to track competitors, key customers and prospects. The company plays in multiple markets – including food and beverage, personal and household products, packaging, pharmaceuticals and retail – and found it difficult to track them all using multiple sources. The company turned to Industry Intelligence to arm 100-plus salespeople with actionable, daily intelligence.

SOLUTION

The Industry Intelligence team worked with the Global Marketing VP to deliver highly focused daily reports, customized for the targeted information each team needed. Industry Intelligence also designed a quarterly competitor report, which has proved to be a valuable resource for both senior management and the strategy team. "We didn't use any other services that were as comprehensive as Industry Intelligence," the Marketing VP said.



**Industry
Expertise**



**Accurate
Information**



**Timely
Delivery**

"Without Industry Intelligence, we would not have been as successful a company, and I would not have been successful as a leader. The quality and frequency of the information is industry-leading, and the folks at Industry Intel are so willing to help you succeed as a client."

Global Marketing VP,
Major Packaging Company