

# Thought Leadership

Avery Dennison needed an awareness campaign to connect with its end-users about product offerings and innovations.



## Challenge

After marketing primarily to printers and converters, Avery Dennison wanted to directly target the designated end-users of Avery Dennison products, including brand managers, package designers, and packaging engineers.

## Think

Speak to brand managers and package designers with a focus on shelf appeal, and to packaging engineers with a focus on process efficiencies without muddling either message. Position Avery Dennison as a strategic resource for the key audiences. Demonstrate the benefits of pressure-sensitive labels and provide an authoritative reference for brand managers, packaging designers, and packaging engineers.

## Create

We developed a new website based on branding that targets the audiences and addresses their distinct concerns. We used compelling brand-driven visuals and relevant content to deliver value to users in search of information. We also used straightforward navigation, a consistent brand look and an authoritative, yet accessible voice to guide end-users in their search for reliable help. We built multiple data capture opportunities, including Request an Immediate Call, Sample Request, White Papers and Success Stories, to develop a target list for follow-up marketing and sales communications. The website was publicized via news release, and ongoing media relations and social media posts.

## Connect

The visually appealing enhanceyourbrand.com website addressed the divergent audience groups with easy-to-find information delivered through interactive and flash video. Multiple data capture mechanisms enabled direct contact from various points, and the site was integrated with the client's CRM solution. The SEO-optimized site, reinforced by a SEM campaign to drive traffic, was developed in eight additional languages, and served as a sales and presentation tool.

## SCOPE OF WORK

- Marketing & PR Planning
- Brand Positioning
- Theme Development
- Microsite Development
- Public Relations
- Media Relations
- Application Stories
- White Papers

