



BASF

BASF, the global chemical company, reorganized its North American Polyurethanes (PU) group in an effort to focus sales and marketing efforts on specific market segments, rather than product lines. Although faced with stiff competition from other global players, the division was confident its unique story of innovation, customer service and technical support provided a critical advantage.

Based on research and discussions with employees from each of the key market segments, pushtwentytwo has helped create and evolve the group's brand with a new marketing campaign which highlights the unique advantages of working with BASF and asks the question: "What shape will yours take?" A new website has been developed which re-organizes BASF's products by market segment and puts a real face on the group by highlighting its knowledgeable experts. Tradeshow graphics and sales collateral have also been developed.

Throughout the process, we've worked with BASF corporate to ensure all new materials respect BASF's corporate design guidelines and as a result, the group now has a solid marketing foundation upon which we can continue to build its brand and its business.

SCOPE OF SERVICES //

- Brand Development
- Web Development
- Event Marketing
- Sales Collateral