

Adhesive and Paper Manufacturer: Commercial Effectiveness

Developed new product commercial growth strategy and sales pipeline tool informed via customer portfolio analysis, proprietary customer research and external market analysis

Project Overview

Deliverable Examples

Client Context

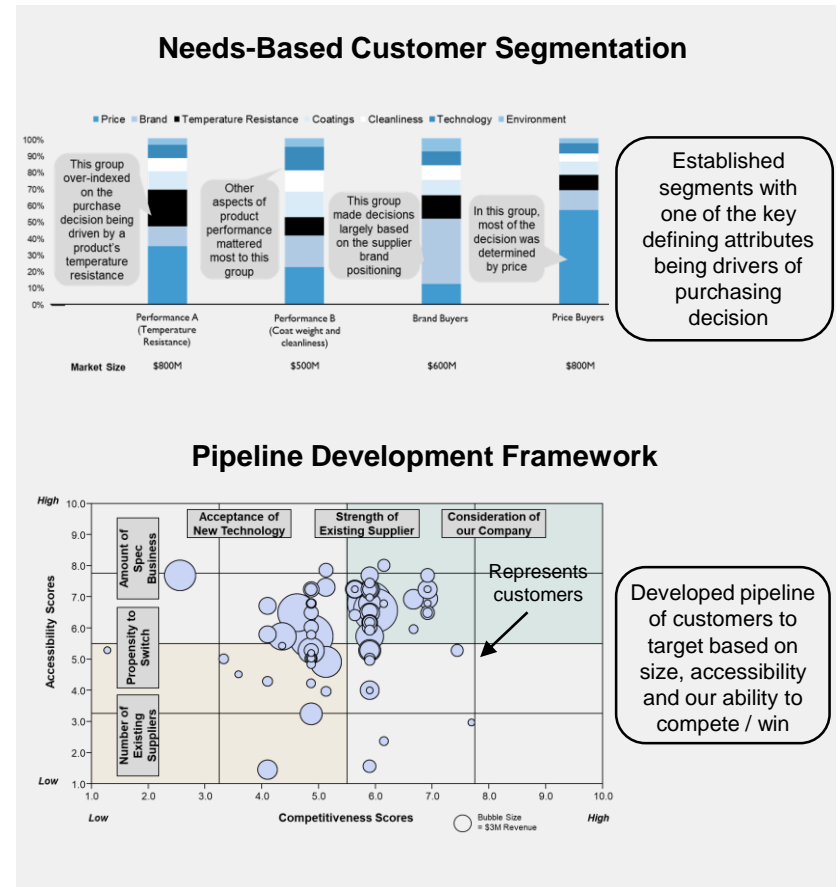
- Global supplier of pressure sensitive adhesives with limited penetration outside core Roll Label business
- Development of new technology provided foundation for re-entry into \$2B industrial tape market
- Client lacked clarity on 'where' (customers, end markets) they could most drive switching from existing to new technology, and 'what' value proposition was required to cause customers to switch
- Core objective was to establish a discrete set of commercial priorities that would guide new technology deployment and generate maximum near-in and longer term revenue and profit growth

Approach

- Performed market mapping and launched primary customer research providing broad-based insight into underlying propensity to switch, key drivers and implications for 'addressable' headroom by end-use market
- Leveraged the same customer research to develop a quantifiable understanding of what most drove customer demand and 'willingness to pay', and what that meant for the target value proposition
- Subsequently identified and quantified the potential associated with four areas of focus

Outcome

- Two discrete growth agendas that reflected a balanced near-in/tactical vs. medium-term/'big bet' orientation
- Credible and actionable playbook to penetrate a \$300M market opportunity
- Subsequent PE exit was highly accretive exit to investors



Note: Full case studies available upon request
Names & Numbers Modified to Maintain Confidentiality