



## B2B Marketing: Agility

Agility has its origins as the logistics operation of a major multinational chemical company. Following an MBO in 2001, the company traded as an independent logistics and supply chain solutions provider.

In 2006 the business was acquired by PWC Logistics, a global provider of end-to-end supply chain solutions, which subsequently rebranded itself Agility. Now part of this major player which employs over 20,000 people and has a turnover of more than \$4 billion, Agility operates out of offices in the UK, continental Europe and Southeast Asia and has the potential for significant growth.

### Challenge:

Following the MBO it was necessary to develop the Agility brand, clearly define its product offer, differentiate Agility from others in the marketplace, gain the confidence of service partners in the commercial abilities of the company and attract new customers.

More recently our challenge has been to maintain Agility's profile and differentiated specialist position as it is integrated into its new parent company.

### Solution:

We developed and implemented a coordinated marketing communications programme building on the specialist skills and expertise that Agility gained from its origins and which could benefit its customers in a highly differentiated way. In particular, we profiled the leadership of the company as an authoritative voice in the industry and worked closely with the team to articulate and embed distinctive, yet authentic brand values across the organisation. As Agility has grown and prospered, we have continued to provide strategic communications consultancy to senior management in order to gain competitive advantage and to develop in new market areas.



### Client benefits:

- A high profile relative to size
- Objective advice and direction on all aspects of communication include entry into new market sectors
- Smooth integration of marketing activity and materials following sale of the company to a global logistics player

### Contact us:

For more information about our strategic communications work and other areas of expertise, don't hesitate to get in touch:

[info@stratia.co.uk](mailto:info@stratia.co.uk)

[www.stratia.co.uk](http://www.stratia.co.uk)

### Testimonial:

"Over the past five years you have played a valuable role in establishing our presence in the global logistics marketplace by helping us to develop a clearly differentiated position and communicate effectively with a range of audiences."

Agility