



## B2B Marketing, Media Relations & Employee Engagement: Azelis

Azelis is the leading European distributor of specialty chemicals, polymers and related services.

It was formed in 2001 and has pursued a 'growth by acquisition strategy', purchasing small/medium specialty distributors whilst at the same time developing organic growth through the identification of synergies among member companies.

The Azelis Group currently comprises 35 companies, operates in 23 European countries and has offices in Shanghai and Mumbai. The Group offers international chemical producers access to many specialised market segments.



### Client benefits:

- Enormous progress in a relatively short time in developing a shared Azelis culture
- Growing recognition of the Azelis brand and the benefits of its business model for Principals (chemical manufacturers) and customers demonstrated by growth in new distribution contracts and sales
- Establishment of Azelis as an authoritative 'voice of the industry' in the media

### Challenge:

The Azelis business model is unusual and unprecedented in the chemicals distribution market; it has no headquarters and each of the constituent companies operates under its own company name with its own management team. This presented significant challenges to overcome: perceptions of it being a loose association of uncoordinated businesses with duplication of costs, conflicting objectives and unfocused management. We identified a number of communications objectives. Firstly, to help clearly define the Azelis brand and position it as the preferred route to market for suppliers. Secondly, to ensure that the value of the country brands supported rather than detracted from the value of the Azelis brand and finally to support Azelis to attract and grow new business.

### Solution:

We worked with the CEO and his senior team to define and articulate the Azelis brand values and key messages. Given the geographic spread of the Azelis Group, significant work was required to firstly engage employees and then to drive a common culture throughout the organisation. In parallel, an externally focused communications programme was devised and implemented comprising corporate and marketing communications materials and a pan-European PR campaign engaging trade and technical media across nine industry sectors. Work is ongoing.

### Testimonial:

"We serve nine industry sectors through 35 companies operating in over 20 European countries. We also have interests in China and India. This requires an innovative approach to marketing and you have consistently and effectively guided our communications activities making a very positive contribution to the recognition of our brand."

*Azelis*

### Contact us:

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

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