



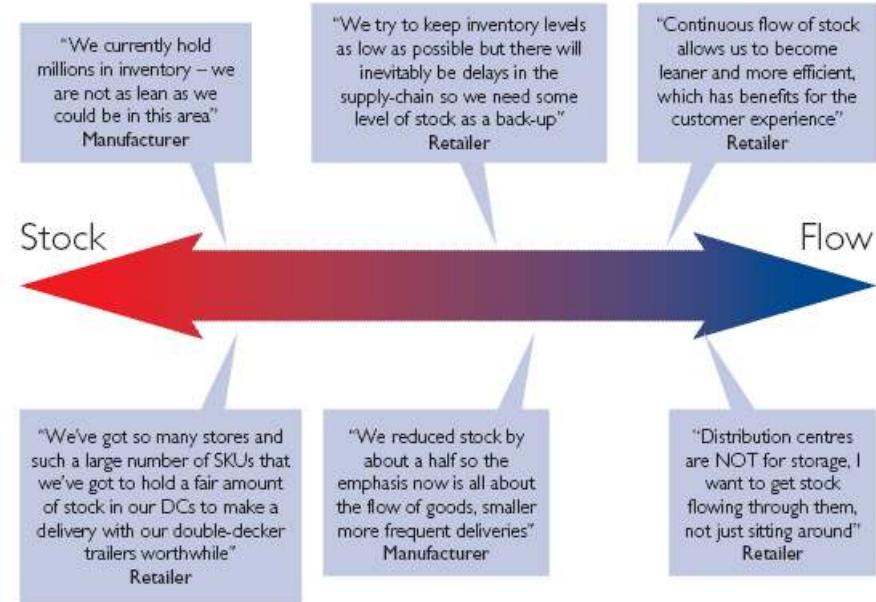
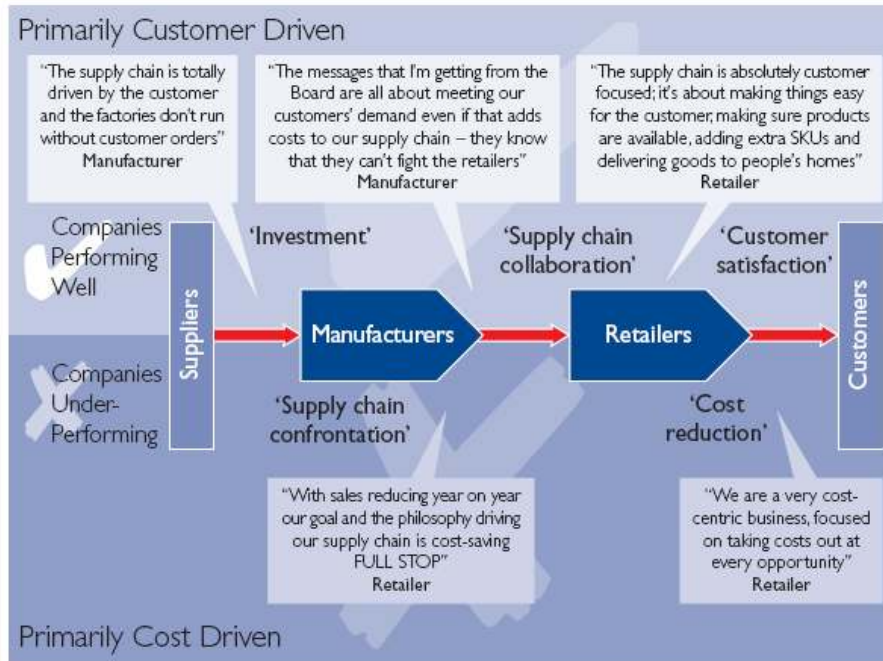
**Case Study:**  
**Brand Repositioning in Supply Chain**

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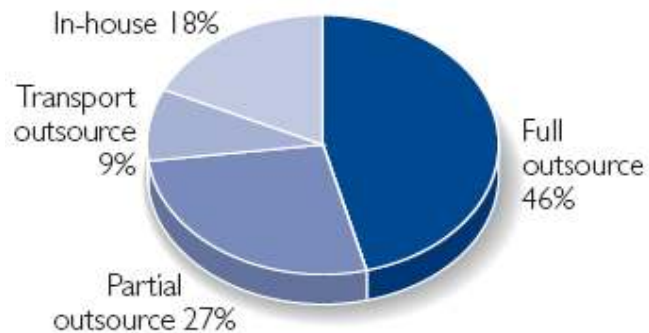
# We used depth interviews with senior Retail decision makers to drive brand repositioning strategy and sales engagement...

<b>Client</b>	European Logistics and Supply Chain Service Provider
<b>Issue</b>	<b>Brand repositioning and clarification</b>
<b>Approach</b>	<ul style="list-style-type: none"><li>• Client had a very strong internal brand and culture, built around key internal management philosophies and competencies, but external awareness and clarity as to what their brand stood for was extremely poor, especially amongst key client decision makers</li><li>• WSI then engaged and expert-interviewed ~20 Supply Chain Directors from across the Retail marketplace to understand their key drivers, views on some of our client's management philosophies and perceptions of them vs other suppliers</li></ul>
<b>Results</b>	<ul style="list-style-type: none"><li>• The results were then used to inform an ongoing marketing and brand repositioning campaign focusing around key management themes, including conferences and trade press thought leadership, based on the results of our research</li><li>• Our tracking survey has revealed that both perception of our client and clarity as to their offering has exponentially increased through this campaign</li><li>• They have also won 2 major new accounts through the engagement of key stakeholders in this way</li></ul>

# Some of the key outputs included a trade press thought leadership campaign, based on our research and models...

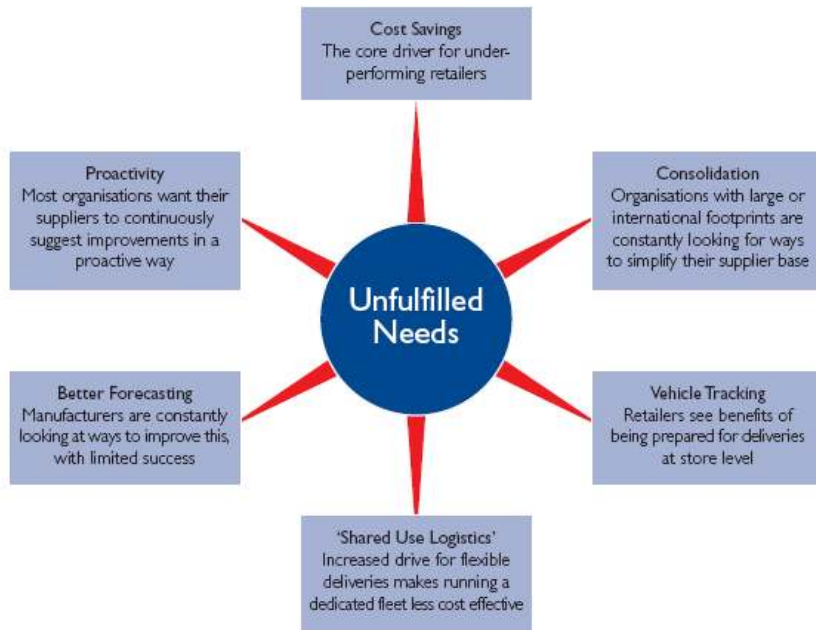


The Relative Emphasis on Stock vs. Flow in the supply chain



**Our analysis of key customer drivers shed new light on how our client should position its brand and services, in relation to different behavioural segments**

# Our analysis of unfulfilled needs also allowed our client to create new propositions more aligned with needs and demonstrate market understanding at the same time...



## Shared Supply chain issues for Retailers and Manufacturers:

<b>Drivers</b>	Bottom line performance fundamentally drives Supply Chain and Logistics initiatives.
<b>Role of Supply Chain</b>	Supply chains and logistics are now being seen as an area in which organisations can add value and differentiate, not as a cost of sales.
<b>'Waste' Removal</b>	Most organisations are implementing initiatives to remove 'waste' from the supply chain in order to create more efficient processes. However, organisations have different definitions of what 'waste' might entail.
<b>Stock vs Flow</b>	Retailers are becoming less reliant on high levels of stock and becoming less risk adverse, with many organisations trialling stockless or flow-improvement initiatives.
<b>Continuous Improvement</b>	Most organisations strive for continuous improvement, but there is a relatively even split between those who have formal programmes in place and those who do not. Equally though, all client companies want and expect logistics suppliers to proactively come forward with improvement initiatives.
<b>Alignment with End Customer</b>	Although all supply chains are set-up to serve the end customer, there are differing levels of focus on customer needs versus internal efficiency. Organisations which are under-performing tend to look internally for cost-based improvements rather than focusing on higher levels of service.
<b>Partnership</b>	Almost all organisations are seeking logistics providers who provide ideas to meet current and latent needs, although only 26% of the respondents were currently experiencing that level of proactive partnership.
<b>Unfulfilled Needs</b>	Some of the common unfulfilled needs include: further cost savings, supplier proactivity, consolidation of contracts and suppliers, better forecasting systems, shared use logistics and vehicle tracking.

## Key ongoing participants include:



**Ongoing tracking of Supply Chain Directors has shown a marked increase in both perception of our client and clarity as to their brand positioning**