



Marketing ideas

that work



Solvay Polymers

NAME CHANGE CAMPAIGN

SITUATION/PROBLEM

AFTER BECOMING WELL-KNOWN AS SOLTEX IN THE NORTH AMERICAN MARKET, THE COMPANY DECIDED TO CHANGE ITS NAME TO THAT OF ITS INTERNATIONAL PARENT COMPANY, SOLVAY. THIS CHANGE WOULD ALSO REFLECT THE INCREASING IMPORTANCE OF SOLVAY'S U.S. OPERATIONS.

OBJECTIVE

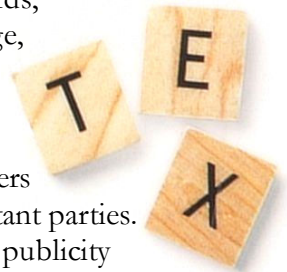
Solvay's objective was to achieve a quick, but smooth, transition, while making employees, customers, stockholders, the public and industry participants aware of its name change.

SOLUTION

PriMarc recommended a strategy that would quickly convey the name change while also strengthening Solvay's position as an innovative chemical company. It would focus attention on Solvay's technical and problem-solving expertise, its ability to assist its customers in both product development and correct application, and its connection to a large international corporation.

The campaign used the familiar word game, Scrabble, to show that the transition to a new name was as easy as changing three letters on the game board, and to portray the company as an innovative problem-solver.

Campaign elements based on the game included a corporate image ad, Christmas cards, stationery, signage, sales collateral, newsletters and direct mail to vendors, customers and other important parties.



There was also a publicity component that generated feature articles in targeted publications and interviews by local newspapers.

RESULTS

Solvay reported that the first mailing generated a 100% response, which then required a second mailing. Within 90 days, the name change campaign surpassed the expectations of management by achieving an 80% awareness level across both internal and external target audiences.



PriMarc