

A Case for Collaboration

Unifying best-in-class partners with client teams under one strategy



Added **30+ marketing professionals** to their team at a fraction of the cost

Challenge

Global Manufacturing client shifted from a one full-service agency model to support the internal marketing team to a fractional partnership model whereby they could lean into the strengths of multiple partners. While this provided the best opportunity for idea generation, industry knowledge, and marketing discipline expertise, it created fragmentation in strategy, messaging and resource access. This included not only external partners, but internal teams across six divisions at five locations in the US and UK. Marketing encompasses:

- Branding, Messaging, Creative + Content creation
- Sales Support + Customer Journey
- Website + SEO
- Social Media + Paid Advertising
- Public Relations + Sponsorships
- Content creation
- Sustainability initiatives
- Training + Education Support
- Trade Show Execution
- Tracking + Reporting

Lift in **brand awareness** through consistent messaging

7x product launch windows + **9x** program roll-outs in 3 years

New website build-out in **> 10 months** + 2x engagement on new site

101MM+ brand impressions in 18 months

increased capacity + productivity for marketing team

Response

Waken & Company worked with client to create an overarching strategic marketing plan linked to business objectives. It captured key messaging, products, distribution, events and timing in a visual poster that could be shared both internally and with partners. This was accompanied by research and reference materials to inform individual components. This resulted in the following solutions:

- Campaign cohesion across all platforms and tactics
- Consistent brand application
- Cross-platform tracking and optimization
- Deep engagement among key audiences and industries



Partner Line-up



1

The overarching strategic plan is designed by Waken and executed using shared resources

2

Digital Marketing agency responsible for SEM, SEO and hyper-targeted digital tactics. Specialize in issue advocacy, healthcare + education.

3

Brand Creative agency responsible for overarching campaign messaging + visuals. Resource internal team + other partners with assets.

4

Public Relations firm responsible for earned media, articles, awards, podcasts + sponsorships. Coordinate with trade show + media placement partners.

5

Sustainability partner responsible for education, certification, verification + compliance. Materials + life cycle consulting. Integration of sustainability initiatives into product development + communications.

6

Media Buying specialist responsible to avail, evaluate, negotiate, place and report on paid advertising with Publishers, targeted email and/or specialty opportunities beyond digital.

7

Trade Show Design company responsible for trade show displays, booths + giveaways. Spaces ranging from 10x10 to two-story, interactive experiences.

8

Video Production studio responsible long-format, highly engaging storytelling and educational videos involving multiple locations, set design + talent.

9

Set Design, Photography + Effects studio responsible for product integrated vignette design for use in photography + video as well as visual effects.



Weekly strategy calls + **quarterly** reporting reviews. Ongoing project roadmaps + research.

Shared Project Management System for timing, tactics, trafficking and reporting

Facilitated collaborative sessions to workshop actionable ideas + opportunities

Cooperative use of creative assets + media platforms

Client maintains direct partner relationships & fee structures.

Waken provides strategic direction; systems for shared resources; and coordinates/facilitates collaborative discussions.