

Case Study

Providing insight to support the launch of a business division becoming a private company



The Challenge

Our client is one of the largest chemical organizations in the world. It had a professional services division aimed at providing HSE training and consultancy to large chemical and manufacturing sites globally.

The parent brand had received some negative press, and this was indirectly affecting its Professional Services division.

In response to this, the Professional Services division planned to separate from the parent brand and establish itself as an independent company. Research was required to inform this brand launch, and to understand how to make this change without significantly impacting its customer base.



The Solution

B2B International conducted:

- 4x virtual internal kick-off workshops with key regional teams (North America, Europe, Middle East & Asia) .
- N=20 follow-up internal depth interviews with key employees and consultants responsible for driving large customer accounts.
- n=15 depth interviews with key customers (at the executive and c-suite level).
- n=15 depth interviews were conducted in the market via an executive recruitment approach (also at the executive and c-suite level).



The Impact

The key insight found that the brand name and affiliation with the parent brand was not as important to current customers. They valued the close working relationship and expertise of the consultants they engaged with more so.

However, it was found that the parent brand did lend a great deal of credibility among non-customers who had no knowledge or experience of the client. As such, greater resources would need to be required to launch this brand in the wider market.



International

A Merkle Company