

Engineering a **more global image**

Nowhere does the notion of the “global village” ring more true than in the world of international business. Dairy people in Denmark are interested in the same processing equipment as dairymen in Wisconsin. Chemical engineers in Germany invest in the same processing technologies as they do in Japan. Ties are often closer between business groups internationally than to those in the nearby literal village.

And that’s why it has become increasingly difficult to espouse, much less pay for, a decentralized marketing strategy when you’re targeting professionals. B2B target groups are international, as are B2B media and B2B decision-making.

GEA Niro, the world’s largest producer of industrial drying equipment for the process industries, began engineering a more global image years ago. Like most B2B companies it was present in more than 50 individual markets. The cost of catering to national idiosyncrasies was too high.

As a member of the GEA Group, GEA Niro was tasked with leading the way for the group’s entire Process Engineering Division, comprised of more than 40 companies with 4,000 employees. The challenge was to combine cross-market appeal with cross-border efficiency. And of course the agency chosen for the assignment was Cross-Border Communications.

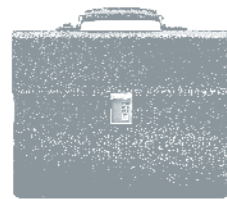
Engineers love the process

As process engineers themselves GEA Niro could easily relate to the methodology CBC employs to systematize the marketing communications process.

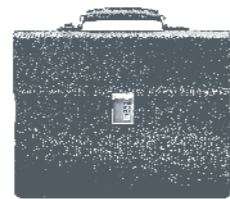
Industrial sales characteristically proceed in four phases: an opening, an analysis of needs, a show of competence and a closing.



OPEN
>



ANALYZE
>>



SHOW COMPETENCE
>>>



CLOSE
>>

On the buyer's side there are at least four influentials. They're commonly known as the coach, the economic buyer, the specifier and the user. And each role carries a unique set of interests.



COACH



ECONOMIC BUYER



SPECIFIER



USER

Where you're at in the process and whom you're talking to determines what you want to say and how you want to say it.

Target groups—the who—were singled out, as were services that appealed across segments, sectors and applications. The stage of the sales process—the where you're at—was pinpointed and messages formulated accordingly.

The result? A systematic marketing communications program that supported GEA Niro's three chief marketing priorities: sales, sales, sales.

3 industry sectors, 35 business segments, 10 product ranges, and hundreds of target groups

Add to that the number of international locations you're in and the communications possibilities seem endless. But, of course, that's what you don't want. By cutting across organizational lines, Cross-Border Communications helped GEA Niro erect a comprehensive communications platform cost effectively.

The following pages highlight the platform's different sides in the chemical, pharmaceutical and food industries.



SECTORS

- Pharma
- Chemical
- Food & Dairy



SEGMENTS

- Milk Products
- Infant Formula/Baby Food
- Coffee
- Whey Products
- Carbohydrates
- Coffee Whitener
- Cappuccino Powder
- Tomatoes Fruit and Vegetables
- Proteins
- Cheese Powder
- Coconut Milk Powder
- Egg Products
- Enzymes
- Flavour Products
- Gelatine
- Health & Herbal
- Herbs Roots and Extracts
- Slaughterhouse by-products incl. blood
- Soy Milk Soy Protein Isolate & Soy Protein Concentrate
- Vitamins
- Agrochemicals
- Air Pollution Control
- Ceramics
- Detergents
- Dyestuff & Pigments
- Hardmetals
- Inorganic Chemicals
- Organic Chemicals
- Polymers
- Wastewater
- API
- Sterile Excipients
- Biotech
- Final Drug Production



PRODUCT RANGES

- Spray Drying
- Spray Drying
- Absorption
- Fluid Bed Drying
- Flash Drying
- Filtermat Drying
- Freeze Drying
- Agglomeration
- Extraction



HUNDREDS OF TARGET GROUPS



Even in business, you gotta have chemistry

Although highly specialized, spray-drying equipment is used by a wide range of chemical industries. GEA Niro supplies drying plants to industries manufacturing organic and inorganic chemicals, ceramics, detergents, dyestuffs, hard metals, pigments and polymers. Through a series of ads in international trade publications, the company spoke directly to the relevant segments highlighting GEA Niro's responsiveness to their customers and understanding of their problems.

GEA

We know what makes **OUTSTANDING POLYMERS**

No one knows more about drying polymers and resins than GEA Niro. Which is why we count most of the leading producers worldwide among our customers. Our expertise results from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Our full range of drying systems includes spray, fluid and fluid-bed drying systems. Our experience encompasses some of the world's largest projects within the petrochemical industry as well as small units for very specialized applications.

GEA Niro will help you address the industry's toughest safety and environmental compliance challenges. Our state-of-the-art equipment is designed to increase manufacturing availability and reduce downtime. And we can help you minimize production costs through efficient energy utilization. For more information about how GEA Niro can help you produce at www.gea-niro.com

Process Engineering
GEA Niro
Esbjergvej 35, PO Box 46, DK-6290 Sønder, Denmark
Tel: +45 39 54 54 54 Fax: +45 39 54 54 50
E-mail: chem@gea-niro.dk Website: www.gea-niro.com

GEA

We know what makes **STRONG PIGMENTS**

GEA Niro

GEA

We know what makes **BRIGHT AGROCHEMICALS**

GEA Niro

GEA

We know what makes **HARD METALS**

GEA Niro

GEA

We know what makes a **GOOD PARTNERSHIP**

GEA Niro

GEA

We know what makes a **GOOD POWDER**

GEA Niro

GEA

We know what makes **FINE CHEMICALS**

GEA Niro

GEA

Spray Drying Absorption
World-class flue gas cleaning technology at your doorstep environment

GEA Niro

Business cards, a capabilities brochure and a catalog detailing all applications and technologies provide useful information and help cement brand recognition.

GEA

Drying and Particle Formation Technologies
Made for the World's Chemical Industry

GEA Niro

Unlike many GEA Niro solutions, flue gas cleaning for power plants and waste incinerators isn't sold directly to end users, but through or together with partners—main contractors who have already established solid relationships with plant and incinerator operators.

Fifty potential global and local partners were identified and addressed in promotions highlighting the strength of joining forces with GEA Niro. Brochure materials targeting end-users were created to both explain the benefits of the product and separately the business approach. The response rate proved an excellent return on investment.

GEA

Locally based partner

GEA Niro

GEA

Drying and Particle Formation Solutions for the World's Food Industry

GEA Niro

Quality powders for competitive products

GEA Niro

But even though many companies in the food, dairy and coffee industries are enormous operations, purchasing new equipment or technology is never a decision made quickly. And for GEA Niro's smaller customers, well, decisions are not made easily there either.

To help speed business along, each respective audience was targeted individually—from top management to technical management as well as certain specifiers.



Identifying with the GEA Group look

The GEA Group lays out broad design principles that permit creative freedom within a well-defined framework. CBC customized these for GEA Niro and the 40-plus other members of the group's Process Engineering Division, creating a detailed design guideline covering everything from business cards to technical brochures. Keywords of the new look were modernity and simplicity.



Staffing up

Although its name is big in the world of spray drying, GEA Niro is not particularly well known in its own backyard. Foreign owned and not listed on the Copenhagen Stock Exchange, the company works hard to keep its name before the Danish public—especially that segment of it consisting of well-educated young engineers. Recruitment campaigns developed by CBC have helped set the GEA Niro brand apart—in airports and at job fairs—using billboards, ads, brochures and other tools.



Take a moment to reflect...

To create a buzz, eye-catching billboard ads were posted at the international airport along with a pocket-sized glossy brochure for the taking.

...on life
Even the most talented of engineers dream. Dream of leading in a new direction. Dream of making a difference.

...on both
Share our passion for engineering and excellence? Ready to realize your dreams? Take a closer look at what Niro offers.



A career brochure was handed out at institutes of higher learning to generate awareness and inspire fresh minds.



On the same page

GEA Niro needed a creative partner proficient in handling large corporations in an international arena. “CBC had the experience we were looking for,” says Henrik Bertelsen, head of central marketing for GEA Niro. “They understand that all good marketing starts with research—with an analysis of the market itself, your competitors, your customers. They’re strong on strategy, easy to work with and price competitive, not least on implementation. And they’re particularly good at transforming complex business-to-business problems into bright creative solutions. CBC is entirely focused on international B2B—as is GEA Niro—so we make a good match in theory as well as in practice.”

Over the years CBC and GEA Niro have expanded their relationship to include all of the company’s industry sectors. “We began our partnership with CBC five years ago when they handled a number of challenging assignments for us,” Bertelsen explains. “And we haven’t looked back since. Today CBC is the agency we use for most every project.”

Process engineering is a specialized, technical field. Diving right in and stepping out with tangible and effective communications is what CBC does. “GEA Niro is run by engineers. We need an agency skilled at rendering exceedingly technical and product oriented briefings speedily. CBC has four creative teams, all of whom we work with on a regular basis and, I’m happy to say, are able to hit the right note just about every time.”

We help B2B brands drive growth across borders

CBC is a specialist B2B branding and marketing agency that takes global businesses from complexity to clarity to commercial impact.



CROSS-BORDER COMMUNICATIONS

CROSS-BORDER COMMUNICATIONS

Ryesgade 3B
2200 Copenhagen N
Denmark
+45 35 25 01 60

letsmeet@cbc.dk
www.cbc.dk

