



Georgia-Pacific

CASE STUDY

DISRUPTING ATLANTA'S SUPPLY CHAIN ECOSYSTEM

INDUSTRY

Manufacturing

CHALLENGE

Develop a compelling name, brand and public-facing message for Georgia-Pacific's collaborative supply chain innovation center – in just eight weeks

SOLUTION

Leverage the center's unique operations – bringing together multiple supply chain and manufacturing companies to collaborate in a single innovation center – to build a brand that excited potential partners and encouraged membership, no matter the partner's size

EXPERTISE

Branding | Messaging | Digital marketing



The next great supply chain innovation won't come from just one company – it will stem from the collaboration of multiple companies at various scales. Only by leveraging each company's unique expertise can we unlock the future of our global supply chain.

That's the thinking behind Georgia-Pacific's supply chain innovation center. Rather than going it alone, the pulp-and-paper manufacturer joined forces with some of Georgia's leading companies – Delta, Chick-fil-A and Genuine Parts among them – to advance supply chain innovation.

But there was one final piece of the puzzle needed: a compelling strategy to introduce their center, tell its story and bring additional partners of all sizes on board. That's exactly what Georgia-Pacific tasked Arketi with as the launch date quickly approached. In fact, there were only eight weeks until the project's launch.

MEASURING WHAT MATTERS



24,242

LinkedIn users reached



918,000

readers reached through media blitz



13

new partners attracted

LAYING THE GROUNDWORK

Arketi sprinted out of the gate with a three-fold plan: extensive research, comprehensive planning and aggressive execution to meet the program's goal to position the center as a disruptor in Atlanta's supply chain ecosystem.

An Unearth session with Georgia-Pacific executives and stakeholders helped us discover more about the reason behind the center, current industry trends, partner personas and an analysis of the competitive landscape. Findings were paired with research on the 30-plus corporate innovation centers already in Atlanta, as well as research on media coverage of recent innovation center launches and supply chain advances.

HOW WE GOT IT DONE

We focused on developing key messages for three different, yet crucial, audiences: potential corporate partners, both small and large, who could bring unique perspectives to the center; key media, who could help elevate the innovation center's prestige in Georgia; and Georgia-Pacific employees, who would experience changes in their offices as Georgia-Pacific carved out space for the center.

Our rapid-fire, two-month engagement focused on naming the center, crafting messaging, building a brand, creating print, motion and digital marketing material and leveraging media coverage for the launch event.

After several name-storming sessions that generated 100 potential titles for the center, Georgia-Pacific execs and stakeholders came to a consensus: Georgia-Pacific Point A Center for Supply Chain Innovation – the starting point for the next great supply chain innovation.

With name in hand, Arketi shifted our focus to message development and brand creation, including a four-page brochure for internal audiences and a 140-second promotional video highlighting the vision behind Point A.

Additionally, we began a media blitz to generate buzz from Atlanta business leaders and the wider supply chain and manufacturing community. This included crafting messaging, supplying media training for executives and coordinating media interviews.

THE BOTTOM LINE

At its launch, Point A had secured eight partners and, within six weeks, had 13.

Messaging and Q&As armed executives with the communications they needed to sell Point A inside and outside the enterprise and generate the excitement they originally sought.



At first, launching Point A in eight weeks seemed insurmountable.

Arketi's enthusiasm, creativity and marketing know-how helped us meet – and even exceed – our need for a successful, and even disruptive, innovation center launch.

KEVIN HEATH

Senior Vice President and Chief Procurement Officer
Georgia Pacific

Key print, motion and digital marketing materials generated strong results, including:

- 1,565 unique page visits with an AVG Time on Page of 3:47 minutes
- a paid LinkedIn campaign delivering 24,242 ad impressions driving 13.23% of website traffic with a click rate between 1.215% and 2.914%
- an exclusive *Atlanta Business Chronicle* front-page feature article and coverage in other key trade media outlets – together reaching close to 918,000 readers.

Other than a successful publicity plan that attracted 13 corporate partners and extensive media coverage, the integrated communications and marketing campaign won industry recognition with two Phoenix awards from the Public Relations Society of America.