



CASE STUDY

KÖRBER CONQUERS SUPPLY CHAIN COMPLEXITY

INDUSTRY

Supply chain hardware and software

CHALLENGE

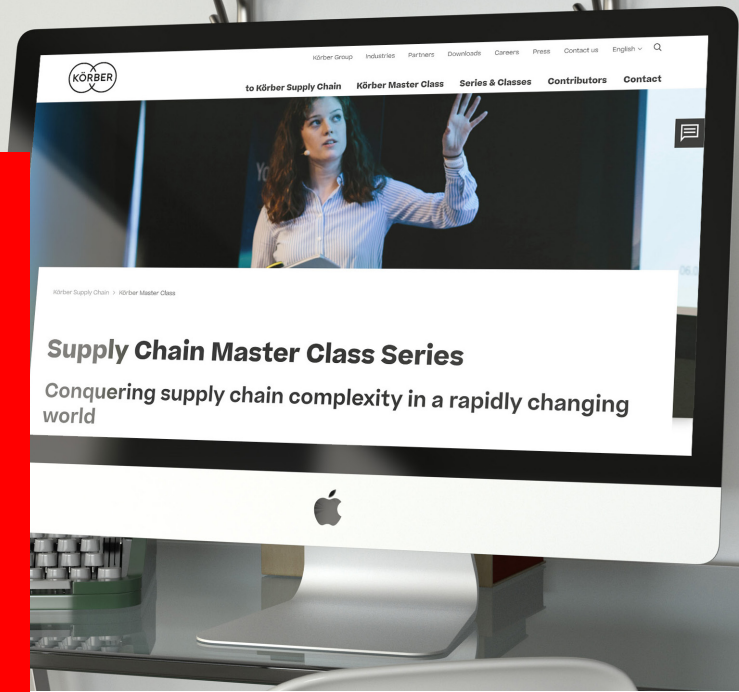
Define and activate Körber Supply Chain's new brand message with employees, partners and customers

SOLUTION

Engage Körber stakeholders to develop an impactful tagline and create a digital platform to share and excite Körber's audience with its new brand message

EXPERTISE

Messaging | Digital marketing
Content marketing | Website



Few are surprised by the complexity of our global supply chain. What astounds the mind are the millions of people, vehicles, miles and technologies that keep it running. It requires collaboration on a grand scale.

Combining 12 software and automation companies with a footprint spanning six continents is no easy task either – aligning ideas, processes and operations to ensure each organization can integrate flawlessly into one united business.

That's the challenge newly unified Körber Supply Chain faced as it brought a dozen brands under its flagship banner. The company needed a rallying cry; a message reflecting its cohesive benefits, plus a unique strategy for bringing that message to life. Körber engaged Arketi Group to translate vision into reality.

MEASURING WHAT MATTERS



60,000+
microsite page views



11,000+
unique sessions



4,500+
webinar registrations

LAYING THE GROUNDWORK

Following our proven process for developing compelling B2B messaging, Arketi brought together Körber executives and stakeholders to explore business objectives, competitors, differentiators and the unique pillars that support its global supply chain leadership.

We also interviewed Körber partners and customers to understand their needs, concerns, pain points and business drivers, and we researched Körber's competitors to understand the message each was trying to own.

Taking what we learned, we generated a spectrum of messages and pressure tested them with potential buyers to gauge their interest and response. The tagline that resonated most strongly was "Conquer Supply Chain Complexity," which customers felt expressed Körber's promise to create tailored solutions for their supply chain.

BRINGING THE MESSAGE TO LIFE

Körber launched the new message at its Elevate user conference. But a week later, the COVID-19 pandemic forced the world into widespread lockdown. Suddenly, Körber was forced to adjust its operations, while continuing to provide customers with solutions to keep the global supply chain moving and employees safe.

Arketi quickly pivoted. With trade shows canceled and in-person meetings postponed, we shifted to a digital-only approach to sharing Körber's new message. As a focal point, we built a microsite to serve as an online forum for supply chain leaders working through the pandemic.

The microsite featured learning materials and resources for visitors to discuss and overcome the complexity of their supply chain, particularly due to the pandemic. One of the flagship resources for the microsite was an educational Master Class series demonstrating Körber's thought leadership and message.

HOW WE GOT IT DONE

Arketi planned a series of nine Master Classes each featuring five sessions over three months. The 30-minute classes would be spread across three weeks and include guests such as leading academics, industry insiders and technology experts. The 30-minute commitment was short enough to fit into a lunch break and could be 'binged' once a Master Class was complete.

We researched top supply chain university programs worldwide to find hosts who could keep the conversation

lively and informative. Körber was delighted when two esteemed academics agreed to lead the English and German language series.

The bilingual microsite served as the home base for our multi-touch marketing campaign to drive registrations, including pre- and post-event emails, social media and social boosting. It also contained all series, contributor and class information, registration forms and contact info.

We partnered with a leading supply chain publisher to promote the Master Class series using a series of banner ads, dedicated email blasts and sponsored content in four of its outlets, including *Logistics Management* and *Modern Materials Handling*.



Over the six-month period between our soft and hard go-to-market launches, Körber needed a way to establish itself as a thought leader while building brand awareness and, if possible, drive leads. Arketi's strategy was to create a unique, best-in-class Supply Chain Master Class Series. Arketi did not disappoint. Response to the program far exceeded our expectations, establishing Körber as a true leader in the space.

RENE HERMES

Chief Marketing Officer
Körber Supply Chain

THE BOTTOM LINE

The 45-webinar Master Class series generated significant attention across Körber's customer and prospect base. The campaign secured more than 4,500 registrants and close to a 50% attendance rate. The microsite alone attracted 63,000+ page views.

Customers and partners took note of Körber's new message and how the company could help them conquer supply chain complexity. And the program continues today. As new series are scheduled, past Master Class recordings continue to garner views from supply chain professionals around the world.