

# Successful Brand Strategies in Chemicals

Creating value and enhancing profitability

Steve Butler



A major report providing practical insight into corporate and product range brands in the chemical industry.



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# Successful brand strategies in chemicals

## - creating value and enhancing profitability

“Brands are potentially both extremely valuable assets and very powerful tools in industrial markets. This is especially so in the chemical sector, given the complex and highly international nature of most chemical product markets and chemical companies.”



**Successful brand strategies in chemicals** – is a book-length report, published by *Informa Chemicals*, providing a practical and comprehensive examination of precisely what branding can do for chemical companies, and how powerful brands can be built.

It highlights the value still being lost through poor understanding and management of brands, and shows how chemical companies can attain competitive edge by exploiting innovative branding strategies.

### This unique report includes:

- Case studies and examples of good practice drawn from major European and North American chemical companies
- Separate analyses of corporate and product range brands
- Analyses of the interdependences between branding and corporate culture, globalisation and mergers and acquisitions.

### This report will help you to:

- Understand the roles played by brands and the mechanisms by which they work
- Improve the management of your brands and so maximise their impact and value
- Identify how you can leverage greater competitive advantage from innovative brand strategies
- Utilise brands to support a strong internal culture and to facilitate global co-ordination
- Demonstrate to other executives within your organisation that brands are important and valuable.

### Why a report on branding in the chemical industry?

Historically many chemical companies have not recognised brands or branding as having any great relevance to themselves, so whilst they do have brands, they have failed to extract maximum potential value from their use. However a few have really grasped branding fully and have reaped significant rewards, and their successes amply demonstrate the potential of branding in the sector. Consequently there is a strong case for a thorough examination of branding in the industry, accompanied with practical guidance on how they can be better managed to add value to the company....which is exactly what this report provides.....**practical guidance!**

This report is an objective analysis of branding in the chemical sector. It provides:

- Many new insights into how industrial brands function and should be managed
- A comprehensive presentation of the different roles which corporate and product range brands play in the chemical sector, how their impact and value can be maximised, and how they should be managed
- A snapshot of where branding is today in the chemical sector
- Examples of the experiences of major chemical companies and of current good practice

This report will stimulate senior executives in the chemical industry to reappraise their thinking on branding, and to consider whether their own organisation:

- has fully grasped how corporate and product range brands can be utilised in the sector to deliver value to the company, and
- is planning and managing them to maximum effect.

### About the author:

Steve Butler has been a management consultant since the mid-1980s, specialising in strategic marketing in the chemical industry. Through a series of major brand strategy projects in the sector in the 1990s, he developed unique insights into the different roles brands play and how they really work in the industry – and how companies can extract maximum value from them.

In preparing this report he undertook a programme of intensive interviews with over 50 senior communications and marketing executives in a further 27 chemical companies in Europe and the United States. This was to further test and refine his thinking and to gather a broad spread of examples and case studies from major chemical companies to illustrate key points.

His approach is practical, logical, and stripped of unnecessary jargon, and his report is comprehensive, clear and easy to read.

He has an MBA from INSEAD, is a member of the editorial board of *Performance Chemicals Europe*, and is a regular speaker at conferences and seminars in the industry.

He can be contacted at Cerebra Consulting, Haseley Manor, Warwick, CV35 7LS, England; by telephone, +44 (0)2476 537036, or by email, [stevebutler@cerebraconsulting.com](mailto:stevebutler@cerebraconsulting.com).

## Who should read this report:

### Companies

The whole spectrum of chemical companies, from commodity and petrochemicals through to fine chemicals, including specialty and performance chemicals.

The report is equally relevant to companies focused on product categories – e.g. surfactants, lubricants, catalysts, additives, coatings, dyes and pigments, flavours and fragrances, adhesives, fabrics etc. – and to those focused on markets – e.g. agrochemicals, water treatment, construction, mining, textiles, printing, paper, plastics, electronics, metal treatment etc.

### People

- Chief Executives
- Communications Directors
- Marketing Directors
- Commercial Managers
- Business Development Managers
- Marketing Managers
- Product Managers

Over 50 senior marketing and communications executives from the following organisations were interviewed for this report, providing real, practical insight from around the world:

Akzo Nobel nv  
Akzo Nobel Car Refinishes Division  
Akzo Nobel Powder Coatings Division  
Albemarle Corporation  
ATOFINA Chemicals Inc.  
Avecia  
BASF Aktiengesellschaft  
Castrol Industrial  
Castrol Industrial North America  
Ciba Specialty Chemicals Inc  
Clariant International Ltd  
Clariant GmbH – Division Pigments & Additives  
Clariant GmbH – Division Functional Chemicals  
Clariant UK Ltd – Business Unit Paper  
Degussa Huls AG  
DuPont (UK) Limited  
Eastman Chemical Company  
Elementis plc  
Great Lakes Chemical Corporation  
ICI  
MBT Feb  
Monsanto  
Rohm & Haas Company  
Sericol  
Solutia Inc  
W R Grace & Co – Construction Chemicals Division  
W R Grace & Co – Grace Davison

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