

Case: Metso

A clear vision driven by a strong brand

"Working as One to be Number One"

A clear vision driven by a strong brand

Metso is one of the largest companies in the Nordic region and a global supplier of machines and solutions for e.g. tissue manufacturing.

In light of intensifying competition, Metso recognised the need to develop its customer promise and let this revitalize its entire organisation.

The challenge

Metso has been a global leader in production solutions for the tissue industry for many years, but like many other Nordic industrial companies is facing a number of challenges:

- The market is changing as the standard of living improves. China, for example, now accounts for about half of the total market for new machines.
- Completely new actors are beginning to manufacture tissue and their buying process differ in some respects to those of traditional customers.

- Customers don't realise all the advantages of Metso's added values, such as rapid start-ups and high availability, and focus on prices too much.
- Service increases in significance.

The analysis

Pyramid Brand Potential Analysis™ was conducted globally for both new and traditional customers in order to identify their true drivers to buy more and pay a premium price. The analysis revealed a striking difference sales drivers between these two segments and that an unexpected number of emotional parameters influenced the decision to buy.

The principle

In B2B processes, the sales and service organisation have a great impact on customer perception. This is why a new strategic platform needs wholehearted support from all employees – from the CEO to the receptionists.

Changing behaviour is a time-consuming process, which always makes the internal launch at least as important as the external.

An extensive internal training programme was implemented as part of this project to make sure everyone in the organisation acts and delivers according to the new brand promise.

The solution

Based on the new brand strategy, a new communications platform was developed with "Join us to become Best in Tissue" as customer promise. The new customer promise, backed up by the true sales-driving arguments, was communicated in all types of communications materials.

Resultatet

"2012 was an exceedingly good year for Metso Tissue. We've taken a great number of large orders, above all on the expanding Chinese market."

Anders Björn
CEO, Metso Tissue

Join us to become Best in Tissue



Pyramid Brand Potential Analysis™

Survey of genuine sales-driving factors on the global market.

Strategy and brand platform

Adapting Metso's global strategy platform for the tissue business. Developing a new brand promise.

Internal information and training

Wide-ranging programme to inform and involve everyone in the organisation to make sure they live up to the customer promise. Training for managers, workshops in various phases for all employees, as well as training for everyone with customer contact.

External launch

Launch of the new brand promise in all channels. Updating sales and presentation materials.

Internal information and training



Internal brochure

Our way to become and stay **Best in Tissue**

Name: _____
Date: _____

Becoming "Best in Tissue", and more importantly staying this over time, demands that we all focus on providing greater customer value for Metso in the most resourceful way possible. We need to understand what customers value and work in a smarter way to provide it - do more of the good things and leave other less beneficial tasks. To see exactly what efforts from department to department, use this worksheet in YOUR department and situation.

1. How can we support our objectives?

Focus area	What does this mean for our department?
1. Help customers become more successful	
2. Increase the value of Metso's delivery	
3. How can we better Work as One to be Number One?	
4.	

2. What do we need to do?

Focus area	What should we STOP doing	What should we CONTINUE doing	What should we START doing
1. Help customers become more successful			
2. Increase the value of Metso's delivery			
3. How can we better Work as One to be Number One?			
4.			

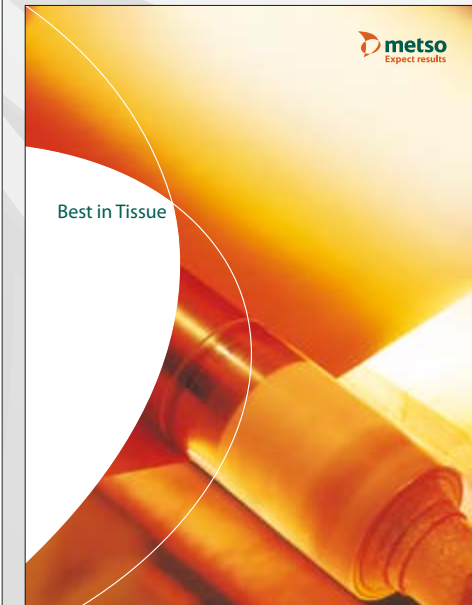
metso
Expect results

Work materials

External launch



Ad



Company presentation

Sweden's most international B2B agency

We build strong brands by creating conspicuously profitable, boundless communication solutions for international companies who have high ambitions and entrepreneurial spirit. Pyramid has been ranked as Sweden's best B2B agency for 10 years. Webbyrån Petra was ranked as Sweden's best digital agency in 2014.

Do you share our ambitions to become a global winner? Let's meet and discuss how.

Some of our customers:

Alfa Laval	Helsingborgs Hamn	Norden
Assa Abloy	Helsingborg	Perstorp AB
Awapatent	HemoCue	Posten Norge
Bluetooth	Hiab	Rapid
Borgestad Industries	Höganäs AB	Ruukki
Bostik	JBT Corporation	Rydahls
Bring	Kalmar	Saab
Contura	Lantmännen	Safmarine
Diab	Lindab	Sandvik
Duni	Maersk	SSAB
Ecophon	Medius	Stora Enso
Enfo	Midroc	Sulzer
Green Cargo	Munkfors	Tetra Pak
Gyproc	Navetti	Valmet
Haldex	Nederman	Yara



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