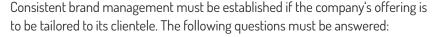
Case Study: Brand Strategy

posterXXL AG is one of Germany's leading providers of photographic services in digital printing. The company currently runs Internet portals in Germany, Austria, France and Benelux.



Challenge



- How do we achieve congruent development of vision and strategy?
- How can we use this to develop a sharper brand image?
- How can the product offering be stream-lined and tailored to the brand image?
- How can leadership structures be best organized to support product development?



Methods

- Reposition brand to include vision, mission, core brand
- Focus product range
- Reorganize leadership structures
- Communication of restructuring activities
- Interim management



Results

- Clear brand image both internally and externally
- Less complexity through reduced product portfolio
- Higher efficiency and lower costs through optimized structures/processes in harmony with vision, strategy and brand

With enable2grow's support we have been able to refocus our efforts and reposition our brand.

Christian Schnagl, CEO, posterXXL AG



