

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

Consistent brand management must be established if the company's offering is to be tailored to its clientele. The following questions must be answered:

- 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?

posterXXL



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

