

**Marketing & Sales  
Enablement**

**Napco National: A Consolidated Single  
Source of Corporate Information**

« *Countless achievements have been made throughout the years, you were a major contributor in positioning Napco Flexible Packaging Division on the global map through its innovative solutions, state of the art tools and most importantly a great team.* »

*Mounir Frem, Chief Executive Officer*

**CHALLENGE**

Saudi Manufacturer with 14 branches spread across 3 locations having 50+ geographically dispersed sales teams selling products for the consumer and the B2B divisions

No defined omni-channel strategy to communicate with buyers

Having difficulty promoting a unified image for the company

Out dated / no targeted content to use across campaigns and other initiatives

**OUR APPROACH**

**Held** workshops, interviews, presentations


**Defined** one concept to be used across communication materials


**Created** a unified mood board in-line with the concept to generate graphics and promote the company during job fairs, exhibitions, customer meetings, as well as online for social media, the websites and across digital materials


**Developed** customer journey mapping to define content needs across the buying cycle and created the content accordingly



**WHAT WE ACHIEVED**

 A unified corporate image for Napco, governed by Napco's headquarters communications team

 Aligned the corporate image, concept and yearly theme with all business stakeholders

 Set in place a communication system that follows the guidelines and makes it easier to generate and publish content in different formats and across different channels