

Complete Spectrum collaborates with business executives in the development and execution of key marketing and communication strategies prior to, throughout, and beyond a merger or acquisition. These strategies build brands, produce desired results, solve marketing and sales challenges, and maximize ROI – putting these organizations on track to reap the financial benefits the merger or acquisition was expected to deliver.

CHALLENGES

During a merger or acquisition – CEOs and senior leadership are faced with many requirements, including:

- **Development of an integration, communication and marketing plan that clearly defines the organizational structure, payoffs, and even risks of the transaction**
- **Bring the new organization together with a defined brand and purpose**
- **Create a clear, communicated message about the transaction and positively deliver that message to internal employees, customers, and media**
- **Align and support essential marketing and sales people and procedures**

SOLUTION

The execution of any marketing effort in conjunction with a merger or acquisition should begin and end with strategy. Complete Spectrum develops and implements a cost-effective strategy utilizing our four-phase, results-driven CoMarket + CoCreate approach to enhance, supplement, and/or implement critical initiatives – all while maintaining existing marketing initiatives during transition periods.

Together, with our clients' leadership team, we effectively communicate the transaction both internally and externally, help build an integration plan to implement a solid branding strategy, respond quickly to short-term critical projects and build a solid foundation for long-term objectives of the combined organization.

RESULTS: STRATEGIC ASSESSMENT & IMPLEMENTATION

What differentiates us from other firms is our ability to:

- **Through targeted round table discussions, quickly learn what the strengths of the combined organization will be, and how the market will benefit from this transaction**
- **Develop an acquisition-marketing plan to clearly communicate that value to the marketplace, investors, and employees**
- **Strategically navigate pitfalls common in such transactions**
- **Ensure seamless implementation utilizing existing resources, and providing support as needed**
- **Assign a single Complete Spectrum team member as leadership's point-of-contact for the entire project**
- **Create measurable, consistent results**

Since no merger or acquisition is the same, our CoMarket + CoCreate process allows us to develop a customized solution for each client – ensuring no stone is left unturned or overlooked during the transition. Examples might include:

- **Evaluation of the marketing capabilities, resources, and maturity of an acquired organization**
- **Pre-merger announcements to present both internally and externally**
- **Establishing the brand plan (including logo, tag line, evaluating a branded house vs. house of brands, etc.)**
- **Developing messaging about the merger – both internal and external**
- **Training and empowering an internal transition team to deliver the messaging**
- **Gathering qualitative/quantitative research about market reactions, perceptions, and share**
- **Designing a system to routinely monitor and adjust brand and communication strategies**