

Unifying the family.



Company | Bemis

Challenge

The Bemis Company is comprised of 12 independent divisions and enlisted LePoidevin Marketing to develop ideas to unify them. This was part of a company-wide effort to equip the Bemis sales force with materials that would enable them to cross-sell different products.

Solution

LePoidevin created the “One Bemis” package which consisted of a single carrier that held up to 12 brochures, allowing the sales team to customize the collateral pieces as needed depending on their customers. A mini-CD was also created to incorporate all of the print materials in an easily-accessible way, while reducing inventory costs and bulky hand-outs at trade shows.

Results

All of the Bemis divisions were unified under the one standardized look. This campaign resulted in one of the most significant branding steps in Bemis history.



Advancing your position.

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