

# How did we create a new global brand integrating five medical services?

## The Challenge

The five independent SEKISUI companies that manufacture and market advanced pharmaceutical and medical products, clinical testing solutions, and biotechnology services were grouped under the corporate business segment of high-performance plastics. As part of its ten-year business growth strategy, SEKISUI Chemical Group realigned the five companies into a single, new medical business segment to gain efficiencies of scale and greater brand strength. This segment required the creation of a global brand that maintained the strengths of each company while defining a core ideology for the new entity.

## The Solution

### Aligned five businesses across six countries and cultures

1

TSG employed its Strategy First methodology for discovery, creation, and integration of the new medical group brand while collaborating with SEKISUI's Japan-based change management agency for counsel on cultural resonance.

2

TSG led a comprehensive “inside-out” approach:

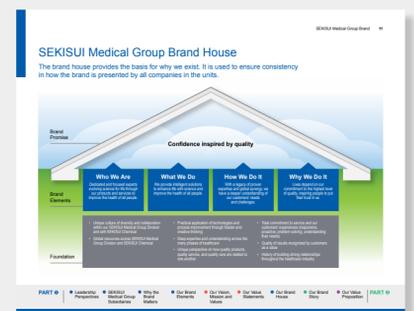
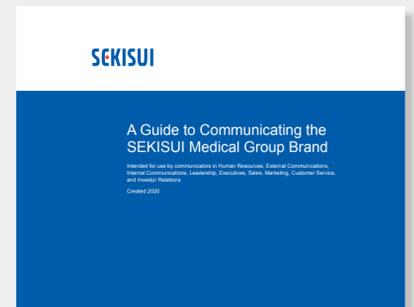
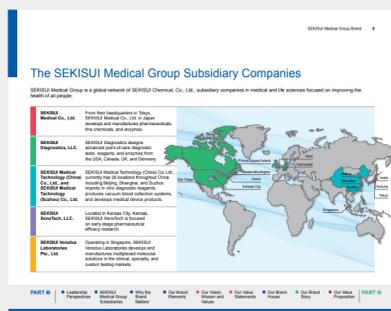
- Facilitate discovery sessions with core and workstream teams in Japan, China, Singapore, the UK, and North America to identify common values while being sensitive to cultural norms and differences.
- Conduct customer research to gather objective inputs and perspectives.
- Undergo competitive assessments to find unique and distinctive positionings.

3

TSG collaboratively built a unique brand position that was endorsed by all five companies and approved by SEKISUI Chemical Group's Executive Committee. “Quality that inspires confidence” is an expression of SEKISUI Medical Group's commitment to providing the highest quality while instilling pride in their employees and inspiring confidence in their customers.

4

TSG developed brand and messaging guides for use by communications groups in each company to help them not only explain the transition, but also build into their current brand and business strategies.



## The Point

TSG created a distinctive global brand for a newly formed business unit in a Japanese multi-national corporation, positioning it for growth and reflecting the mission and culture of a global team committed to evolving diagnostic and pharmaceutical science.

- Created standardized communications to ensure consistent messaging with cultural sensitivity.
- Developed a methodology to ensure representation from each company and culture.
- Included brand workshops in each country in internal rollout.
- Developed comprehensive brand guidelines to ensure consistency.