

Spotlight on Customer Success at Raflatac

Marketing Acumen Toolkit Is a Trusted Advisor

“The Marketing Acumen tools gave me the foundation I needed to get a true North American brochure project underway . . . we have wonderful collateral from our global headquarters, but we needed a slick for our market,” says Patricia Smith, marketing communications coordinator for Raflatac. “The book gave us an expert’s opinion on look and feel and brand consistency.”

Raflatac is a global supplier of paper-based and filmic pressure sensitive label stock. A division of the world’s largest paper company, Raflatac is headquartered in Finland with manufacturing facilities in Finland, France, Spain, United Kingdom, Australia, China, Malaysia, South Africa and the USA.

From the Raflatac North America headquarters in Fletcher, North Carolina, 28-year-old marketing communications coordinator, Patricia Smith is responsible for all North American marketing communications. “We are a very lean organization,” says Patricia, who reports to a local marketing manager as well as the vice president of corporate communications in Finland.

“You don’t go to school for Marcom,” says the management and marketing major who grew up in a family-owned printing business. “I was looking for a book or a tool to give me the ins and outs of marketing communications. There is no class or resource that tells you what Marcom needs and lots of people don’t understand the importance of look, feel, and brand consistency.”

“I typed ‘Marcom’ into a Google Search and I was so excited when the Marketing Acumen book came up. I ordered it right away. It gave me immediate access to updated material, executive interviews, case studies, and a connection to similar companies.”

“As a global company our brand ownership comes from Europe. Marketing Acumen provided us with a structure and an expert opinion about how to extend the same look and feel to North America, while still making it our own.”

In addition to branding and collateral development, Patricia has used other sections to create a public relations and media plan and to create a plan for selecting an ad agency. They recently migrated to Microsoft XP and Microsoft Project so she can begin to use the project-planning tools.

“I recommend the Marketing Acumen tools to just about any company – even very small ones. The book is equally useful for business to business and consumer marketing. It brings an expert voice into an organization and facilitates working with the rest of the management team.”

“From my experience with my family’s printing business,” she adds, “I think the book has value for ad agencies, public relations agencies, designers, and anyone in the business of creating collateral and promoting brands.”