



ARCH CHEMICALS

Marketing Effectiveness

Situation: Arch Chemicals, a “spin-out” of Olin Corporation, is a specialty chemicals company whose premier HTH brand was under-performing. The new company’s CEO was committed to driving growth in the water treatment business and to re-investing in the declining HTH brand portfolio. The company lacked core competency in consumer marketing, and recognizing the need for these skills, looked outside for consulting assistance to develop the strategy, assess the organization and needs, and recommend a plan of action to build marketing capability internally.

Engagement: Denneen & Company was engaged to design a new marketing organization to support the division’s growth strategy and brand re-stage commitment. Historically, the company had rotated sales and technical employees through marketing and was now looking to bring in-house the critical, consumer packaged-goods marketing skills required to reinvigorate a dormant consumer brand and compete in the mass merchant and specialty dealer channels. We designed a 10-person marketing organization, identified and retained search professionals, and led the interview process to qualify, hire, brief, and integrate key personnel into the organization. In addition, we led an external effort to hire the additional professional resources required to launch and sustain performance, including branding and packaging resources, the principal advertising and media agency, an Internet agency, and a stream of research vendors required to produce data to track and steward performance in-market.

Results: The new Arch team and agency network were hired and integrated during launch planning. The brand’s re-stage exceeded the business case expectations in the first year of its launch.