



# Strategy, Branding and Marketing Programming

## C3 helps Evergreen Supply Network (ESN) develop growth strategy.

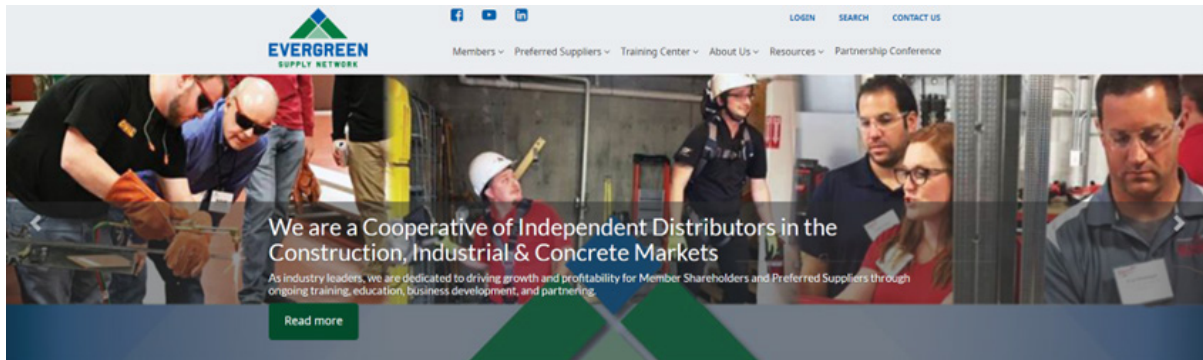
**Client Background:** Representing over 100 of the leading name-brand manufacturers in 370+ locations in North America with a combined \$4.5 billion in annual sales focused on industrial MRO and commercial construction, ESN Distributor-Member and Preferred Supplier organizations are currently comprised of 1,800 highly trained sales professionals and more than 4,500 employees.

**Challenges:** Evergreen Supply Network needed to put a plan in place to support the commitment by their organization to continue to be the industry's leading network of members and preferred suppliers, so it was critical to build that strategic plan to support the vision of

the team. Also, the company needed a branding refresh, website update, marketing plan and other key components to support their growth.

**Solution:** C3 worked with their leadership team to develop that 3-year strategic plan, which consists of the foundational pillars for growth. Within this plan, there was a marketing plan that consisted of several key initiatives.

**Results:** Plan built, execution within 12 months of new plan with key initiatives completed.





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