

New F&B positioning in the light of digitalization

Task

Customer-centric strategy for future marketing activities covering digitalization

- Position Siemens as a business partner with a strong portfolio and in-depth knowledge of the F&B industry
- Convince industry of Siemens being a competent and relevant player with regard to the digitalization of F&B

GMS service

Positioning along with key messages and recommendation of communication activities

- Status quo and competitive comms analysis
- Review and consolidation of customer insights
- Matching of appropriate benefits offered by Siemens product portfolio
- Development of a strategic positioning including positioning map and message system

> The result

Profound customer-centric strategy to position Siemens as a relevant player in the industry

Main strategic aspects visualized in a positioning map

Clear overview of key messages and the storyline behind (for briefings)

Recommendation for marketing activities

SIEMENS
Ingenuity for life

