



GALLEON BLUE

London Hamburg Madrid

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## Galleon Blue

**Welcome to Galleon Blue, a new type of consultancy that combines strategic business thinking with marketing and branding expertise. We help companies improve their top and bottom line by optimizing the performance of their brands, marketing and customer relationships.**

## **We identify and exploit opportunities for rationalisation and growth.**

Galleon Blue can help you understand which products, brands and target markets will make you money – and which will not. And we'll find customer-focused ways to increase your value, whether through top-line sales growth, bottom-line margins or return on investment.

## **We generate break-through ideas.**

Galleon Blue will look at your business from new, interesting and sometimes provocative angles, help rethink your value chain or position in the market – and create fresh approaches in the light of political, economic, social, technological, environmental and cultural changes.

## **We make the business case for investment.**

Galleon Blue can demonstrate the commercial benefits of putting time and money into your market, brands and customers.

## Why is this important?

**Companies need to be sure where to focus scarce resources.**

### **Achieving more with less**

- Shrinking innovation cycles, volatile markets and customer confusion are making it more and more difficult to stand out from competitors.
- There are fewer resources than ever to manage fragmented markets and complex distribution systems.

### **It's vital that your whole organisation is behind your brand**

- CEOs are the new 'brand and customer champions', and expect all their employees to contribute to the customer experience and help improve loyalty.
- New skills and tools are needed – especially by departments or teams that have previously been less involved in the customer experience.
- As a more rigorous investment accountability becomes a requirement, it's crucial to properly engage internal (i.e. Finance) and external (i.e. shareholder) stakeholders.

## How do we work?

**Galleon Blue's consultants have years of experience in:**

### **Operational marketing, branding, sales and general management**

In short, we know what it takes to create lasting growth in the real world.

### **Management consulting**

This explains and underpins our commercially rigorous ways of working. It also helps us build a more compelling case for investment that works for senior managers and across different stakeholders.

### **Innovation and break-through thinking**

We use our creative side to help develop new platforms and business models or products and services – all to keep our customers at the forefront of their industry.

### **Being part of your team**

We work closely alongside companies, helping senior managers develop the best commercial solutions for their unique circumstances – and making sure the right people are on board along the way.

## Where do we work?

**As a team, we work across all industries and geographies.**

### **Which countries?**

- Europe, with offices in London, Hamburg, and Madrid.
- The US, with an office pending in New York.
- The Middle East, with a presence in Dubai.
- Asia, including India.

### **Which industries?**

Our team has worked across all kinds of business-to-business and business-to-consumer industries including:

Automotive, Commodities / Agribusiness, Conglomerates, Consumer goods, Energy and Chemicals, Fashion and lifestyle, Financial services and Insurance, Furniture, Information technology, Mechanical Engineering, Medical equipment and healthcare, Real estate, Retail, Telecommunications, Travel, leisure and entertainment

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## Client Examples

**Our Managing Partners have worked closely with all kinds of companies all over the world, helping them tackle a broad range of brand and business challenges.**

### **Automotive**

ACDelco  
BMW  
Cadillac  
Kia  
Nissan  
Peugeot  
Volvo

### **Commodities / Agribusiness**

Cargill  
Kloeckner & Co  
Monsanto  
Syngenta

### **Conglomerates**

GE  
ICI  
ITT  
Philips  
Siemens  
Tatweer

### **Consumer goods**

AB Foods  
Anchor Foods  
British American Tobacco  
Campbells  
Chicco  
Danone  
Kraft  
Mars  
Melitta  
Pepsi  
Procter & Gamble  
Quaker Oats  
Sony  
Unilever

### **Energy and Chemicals**

Boehringer Ingelheim  
BP  
E.ON  
Exxon Mobile  
Shell  
Solvay

### **Fashion and lifestyle**

Adidas  
Armani Jeans  
Umbro

### **Financial services and Insurance**

Abbey  
Anthem  
Aviva  
C & G  
Close Brothers  
Dexia  
JP Morgan Fleming  
Liberty Mutual  
Lloyds Banking Group  
Prudential  
Royal Sun Alliance  
Schroders  
UBS  
Wesleyan  
WestLB  
Zurich Financial Services

### **Furniture**

Samas Group  
Siematic

### **Information technology**

EDS  
IBM  
Logica  
Terra

### **Mechanical Engineering**

DS Technology  
Hauni

### **Medical equipment and healthcare**

Berchtold  
BUPA  
Carl Zeiss Meditec  
Johnson & Johnson  
Merck  
Novartis  
Schering  
Seven Seas  
Zimmer

### **Real estate**

Mizin

### **Retail**

Café Haagen Dazs  
Cinnabon  
Praktiker / Metro Group

### **Telecommunications**

AT&T  
E - Plus (KPN)  
Orange  
Telefonica

### **Travel, leisure and entertainment**

Dubailand  
Harrah's  
Lottomatica  
Morroco Tourist Board  
Nickelodeon  
Saga

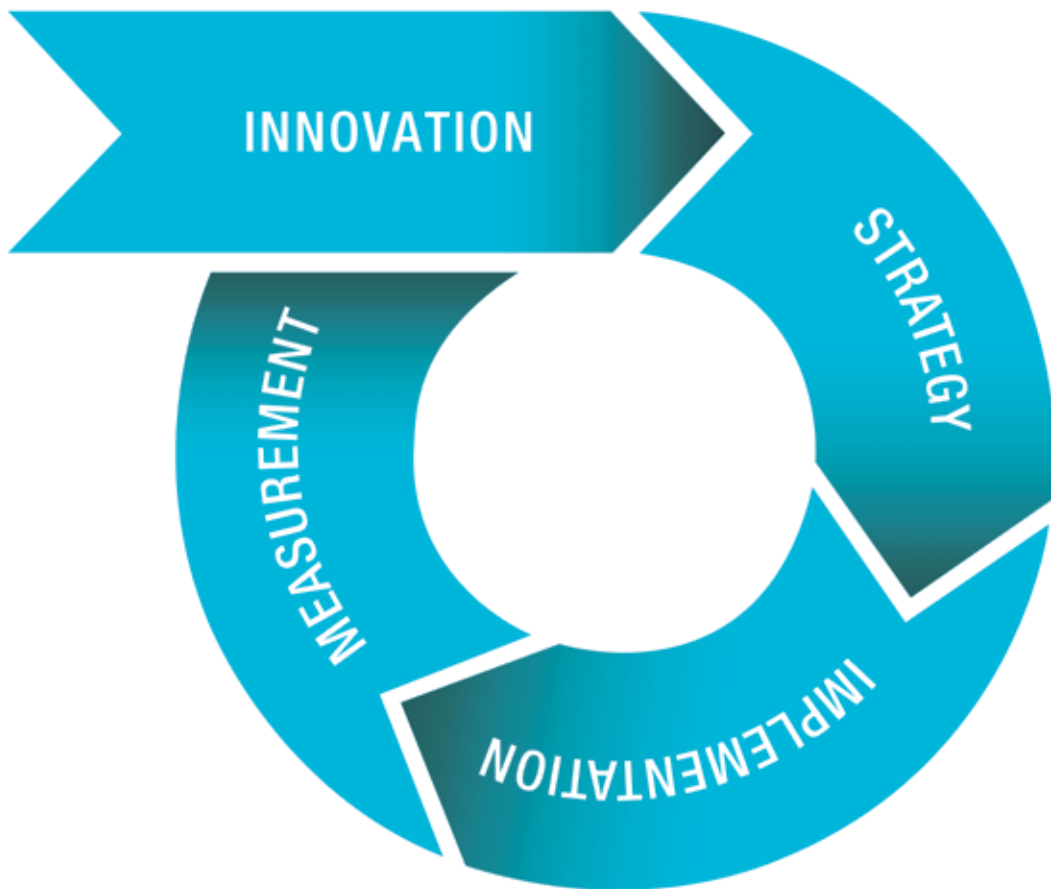
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## Our services

**We have years of experience in developing customer-driven strategies. We combine rigorous analysis with innovative ideas and cutting-edge consumer insight techniques. All this helps us find inventive, workable ways for our clients to improve their bottom line.**

**Our services cover four main areas, as illustrated below.**

Please refer to the following pages for more detail.



## Innovation

Technology and social trends are changing fast. Industries are converging and business processes are evolving all the time. New competitors are constantly entering the market, innovating at an ever-quickening pace. Galleon Blue helps its customers face these challenges and redefine themselves, and the markets they are in. Our innovation services include:

### Category and industry vision

- Analysis and re-imagination of your value chain: the added-value activities that shape your business and its processes
- Redefining the market you operate in
- Future world development and scenario modelling
- Prediction of trends – political, economic, social, technological, environmental, cultural

### Innovation process optimisation, helping you improve:

- Innovation pipeline management and the prioritisation of projects
- Internal and external innovation networks
- Innovation culture – identifying the leaders, skills, processes, systems and tools that will encourage or optimise your company's innovative side

### New products and services development

- Ideas for new platforms, products, services and new business models
- Launches – market entry and new product optimisation

## Strategy

Galleon Blue develops the strategies our clients need to go to market as effectively as possible. That means making the best use of your brands, products and people to attract and keep the most lucrative customers. Our strategy services include:

### Customer / market strategy and insight

- Consumer and customer segmentation
- Prioritisation of customers, brands, products and distribution channels
- Customer conversion and loyalty optimisation
- Customer experience mapping
- New market entry

### Offer / brand optimisation

- Product, service and brand portfolio optimisation
- Brand positioning and identity
- New product development and launches
- Making a product or brand architecture easier to navigate
- Value proposition development
- Brand turnaround

### Marketing spend optimisation and return-on-investment analysis

- Response rate modelling and optimisation
- Marketing investment planning



## Implementation

At Galleon Blue, we not only develop business strategies but also help you bring them to life. We have the people, tools and experience to achieve concrete, measurable results for our clients. Our implementation services include:

### Optimising the customer and brand experience through improved:

- Processes – including information sharing and decision making, sales force optimisation, linking customer insights to product development
- Structure and organisation – including organisational design, internal capability development, increasing the effectiveness of outsourcing, marketing and sales
- People and company culture – including employee training and reward strategy, employee engagement, internal communication plans
- Systems and tools – including reviews of IT systems and programmes to support strategic initiatives

### Creating strategies and action plans, including resourcing, budgeting and milestones for:

- Brand migrations
- Brand launches
- Ongoing brand, customer and channel strategies
- Marketing mix strategies
- Regional strategies

## Measurement

Successful marketing means permanently tracking and fine-tuning your market performance – the only way to make continuous improvements. Our measurement services include:

- Defining the metrics
  - Defining and prioritising the metrics that matter
  - Linking performance metrics to employee rewards
- Measuring the metrics
  - e.g. setting up the data collection process and filling any gaps
- Reporting the metrics
  - e.g. setting up the reporting process, including report format and who gets what
- Balance sheet valuation of intangibles: brand, goodwill, customer base and so on
- Brand equity modeling

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## **Our Managing Partners**

**Each senior member of the Galleon Blue team offers the combination of brand strategy, operational marketing and consultancy experience that defines our approach – and makes a lasting difference to our clients' performance.**

**Andreas Back**  
Hamburg



**Industry experience:** 20+ years of brand building and corporate / marketing strategy across a range of sectors and iconic brands including Adidas, BMW, Kellogg's, Sony – with notable expertise in sales force effectiveness and mergers & acquisitions.

**Senior roles with:** Unilever, Marketing Corporation of America, AT Kearney, Droege & Comp., Prophet.

**Particular passion:** "Bringing brands to life across the whole customer experience and all customer-facing functions."

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**Ruth Saunders**  
London



**Industry experience:** 20+ years of marketing, branding and strategy work across financial services, consumer packaged goods, telecommunications, retail, media, business-to-business and healthcare.

**Senior roles with:** Procter & Gamble, Mars, Prophet, McKinsey, Saatchi & Saatchi.

**Particular passion:** "Combining left-brain rigour with right-brain innovation to produce outstanding results."

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**Luis Rodriguez-Baptista**  
Madrid



**Industry experience:** 20+ years of business development, marketing strategy and brand building across five continents and a range of sectors, with a special interest in the telecommunications and leisure and entertainment industries.

**Senior roles with:** AT&T, Chicco, Procter & Gamble, BBDO Consulting, Prophet.

**Particular passion:** "Researching and translating consumer needs into profitable products and services."

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**Fenella McVey**  
London



**Industry experience:** 15+ years of developing market-facing strategies both as a management consultant and within industry.

**Senior roles with:** Prophet, Bertelsmann, Lawrence Somerset, with clients including UBS, JP Morgan Fleming, AB Foods, Seven Seas, Cargill, Metro Group, BP, Philips, Siemens, Zeiss and Zimmer

**Particular passion:** "Innovative thinking and helping companies develop new and creative strategies."

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