



Strategy Challenge

Pacer International is one of the country's fastest growing integrated logistics companies. Our challenge was to help the client stand out in an increasingly crowded and commoditized marketplace. Working

closely with the client's marketing, sales and operations managers, we identified the company's competitive advantages, created key messaging that accurately conveyed these advantages to target audiences and defined a communications strategy to deliver the messages.

Sales-Focused Marketing Messages

Realizing the need to communicate their differentiation and value, Pacer Stacktrain engaged J. Addams & Partners to develop a framework for strategic marketing communications. The initial steps were a market assessment and customer audit, followed by the facilitation of a key messaging workshop with Pacer Stacktrain senior managers. This activity enabled the development of sales-centric messaging for use in presentations, collateral materials, and for inclusion on the Web sites.

Pacer Services ► Equipment

Think inside the box.

It starts with your customer's cargo.

Merely finding the right equipment isn't enough. You need it in good condition and in position — not to mention a prompt response and competitive rates.

Pacer Stacktrain delivers better and faster. And no surprises. Your customers won't be satisfied with anything less.

PACER STACKTRAIN

For more information contact your local Business Development Representative or visit www.pacerstack.com

Comments

The key message development process with the senior team members was instrumental in establishing the importance and effectiveness of marketing communication. J. Addams & Partners consistently delivers a quality product.

~ David Hoppens, VP Marketing, Pacer Stacktrain

continued

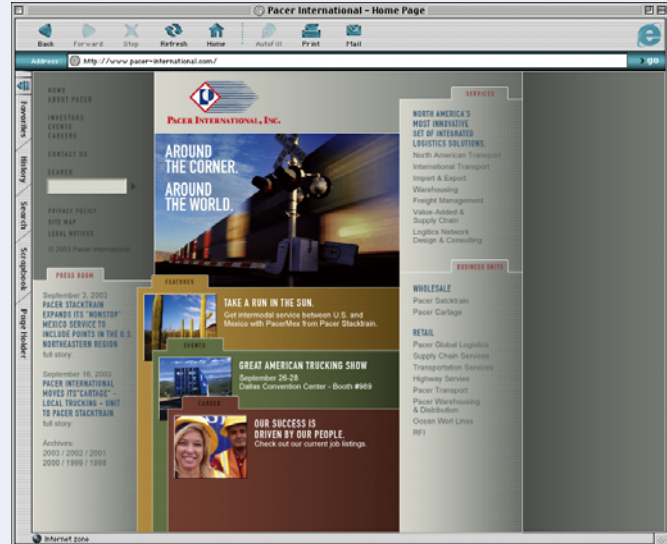


Results & Comments



Corporate Web Site Redesign

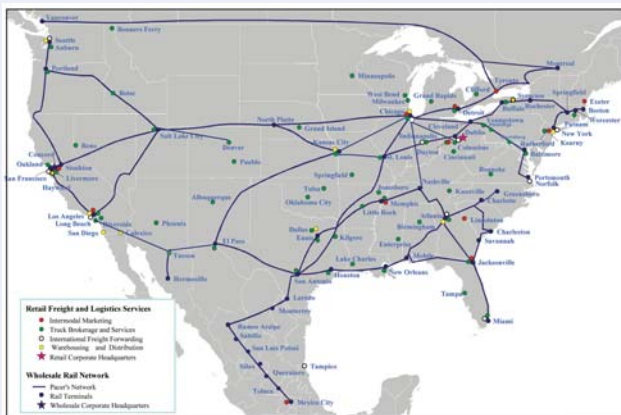
Although the results of our communications strategy effort would be used in several ways, it was immediately obvious that the client's corporate Web site would not support the new strategy. We helped the client define parameters – essentially a marketing-oriented systems specification – for its new Web site that would integrate it into the strategy and the messaging/branding activities that we had just completed for the Stacktrain division.



We created a prototype, laying out the content requirements for each page of the site. After reviewing these with the client, we worked with the designer to specify all color, graphics, and web elements to create a finished site. We also provided the client with a project management schedule to help them integrate design and IT activities.

Results

The site is being deployed under the client's new content management system. We now are in the early stages of discussing how the framework for the new corporate site can be applied to the operating division sites to give a harmonious look-and-feel to the corporate Web family, while still allowing each operating division to optimize its site to meet its business needs.



The issues involved in integrated logistics management are highly technical, ranging from the latest information technology to the mechanics of operating an intermodal rail network throughout North America. Working closely with the client, we were able to translate Pacer's industry-leading infrastructure into advantages that visitors, particularly potential investors, Wall Street

analysts, prospects and customers could appreciate. As a first step, we implemented our framework into an eye-catching yet functional corporate Web presence that will serve as the corporate gateway for the next several years.

