

## PDA, Inc.

The Challenge: To attract more national accounts, Packaging Distributors of America needs a strong brand story that capitalizes on its strengths, is distinguished from larger competitors, and is easy to deliver consistently across locations.

## The Solution:

- The Brand Renovator gathered first-hand accounts of the company's success stories, listening for common themes.
- A review of competitive positioning confirmed gaps of opportunity that aligned with PDA's unique capabilities.
- The Strength You Need, the Flexibility You're Missing was established as the theme to carry through marketing collateral, trade show graphics and website: PDAinc.net

BRANDRENOVATOR.COM