

case study

# Graphic Packaging International

## The challenge

Move beyond working with brand operations to partnering with brand marketers and agencies to deliver truly innovative and strategic packaging solutions.

## The approach

Open Dynamics has been working with Graphic Packaging International for more than five years, delivering Voice of Client insights, strategic positioning, relevant messaging, and business development strategy.

## The results

Brand marketers and agencies are now seeing Graphic Packaging International as a more strategic partner in helping them meet their business and marketing objectives.

Graphic Packaging International sponsored the SHOPPER MARKETING Breakout at the PMA 2010 BLUR conference in Chicago as a demonstration of their commitment and knowledge in this arena.

Graphic Packaging is the world leader in paperboard packaging solutions. Beyond delivering innovative structural design, they are thought leaders in helping clients use digital solutions to win on the shelf.

Take a look - they are a great resource!  
[graphicpkg.com](http://graphicpkg.com)

“Open Dynamics has been a true partner in helping us think about all we do from a client-centric perspective. Our ongoing partnership has been focused on better understanding our target clients’ needs and articulating how our offering meets those needs. The work has made a measurable impact on our business.”

**Charlie Brignac**  
**Business Development**  
**Graphic Packaging International**