



COMPETITIVE INTELLIGENCE CASE STUDY:

A MULTIFACETED PROJECT THAT REVEALED THE STRUCTURE, TALENT MAP, AND SELECT BUDGETS OF KEY COMPETITORS

Corporate Navigators had the privilege of presenting this report to the Chief Marketing Officer and Talent Acquisition leader of our Fortune 500 client.

Objective

A Fortune 500 client asked us to collect data about some key competitors. Requested information included talent mapping, generating organizational charts, and outlining Marketing and Communications budgets of external companies.

Process

This project required the combined efforts of our Recruitment Researchers. We performed online research to provide a general framework around the marketing and communications budgets through annual reports and other documentation.

However, it wasn't until we engaged with live sources within these target organizations that we were able to obtain and validate specific numbers around annual spend.

Overall, since we have provided similar intelligence before, we were confident in our team's abilities to answer these types of questions.

Results

Our team successfully delivered the total annual Marketing and Communications Budget of several companies, including specific figures for these sub-functions:

- Marketing
- Public Affairs
- Government Affairs
- Philanthropy

This included data outlining the total projected budget vs. actual spend from the most recent fiscal year for each company profiled.

Challenges

- The Client requested a deep level of detail that required far more information than what existed in the public sphere.

Benefits

1. Provided an In-Depth Comparison of Business Operations

The results of this project, which included traditional mapping services, org charts, and budget data, allowed our client to compare the size, scope, and composition of the relevant functional teams at external companies.

2. Helped Optimize the Client's Marketing & Communications Budget

The delivered data helped our client assess if their departmental budgeting was in line with these other companies.

3. Decision Driving Data

The information we provided helped our client make intelligence-driven decisions about their business.



Mitch Golob

CEO of Corporate Navigators

"While we excel at speed, accuracy, and thoroughness, I always come back to the notion of guaranteeing client satisfaction."