StratejiCo.

Jwt (Manajans / J. Walter Thompson)

Customer: **JWT (MANAJANS / J. WALTER THOMPSON)**

Services: **Crisis Management**, **Change Management & Organizational Transformation**

> As StratejiCo. we helped JWT to become profitable as the leading marketing communications firm through cost reduction and customer satisfaction.

Challenge

When Turkey suffered a major financial crisis in 2001, the Turkish branch of the global marketing communications firm JWT, came to StratejiCo. to solve its financial problems. The company, without making any profit for the past five years was near to declare bankruptcy only six months prior.

Solution

We proposed a 50% reduction in expenses and an intense change management program aimed at improving client satisfaction. StratejiCo.'s Founding Partner Selim Oktar became the interim CEO of the company, and in this period JWT managed to implement the proposed cost reductions without legal consequences.

Result

As a result, JWT’s income statement went from being red to black. The company has also earned a top, and first-ever, 7 out of 7 ranking from Unilever.