StratejiCo.

Koç Holding

Customer: KOÇ HOLDING

Sectors: Construction and Infrastructure, Energy, Finance, Health and Pharmaceuticals, Manufactoring, Retail

Services: Reputation Management, Corporate Communications, Strategy Development and Implementation, Change Management & Organizational Transformation

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[Koç] Holding, one of Turkey's largest and longest-established conglomerates, was trying to **improve its reputation** by increasing its co-operation with its partners. StratejiCo. has developed **a strategic business model** which is still the basis of **[Koç Holding]**'s public perception today.

Challenge

In 1998, StratejiCo. (together with Bersay and ORSA) was appointed by **[KOÇ]** Group to determine the reasons behind the misperception of investors and the public. Company directors were believing that simple misperceptions amongst international financiers were leading to disappointing stock-prices. So they qualified StratejiCo. to reposition the **[KOÇ]** brand.

Solution

After careful research and analysis, we discovered a more serious problem. The Turkish public was thinking that **[KOÇ]** company leaders abused power by exerting influence on government and this was resulting as the group's unpopularity. The situation was made worse by KOÇ's refusal to make its corporate information available to the public. Our consultant team developed a powerful strategy, the **[KOÇ]** Strategic Communications Model (KOÇS■M). This resulted in a monumental **shift in corporate culture** and made **[KOÇ]** to better understand the international financial community.

Result

Today, KOÇ has a positive reputation and in Turkey, 95% of households buy **[KOÇ]** products. As StratejiCo. we managed to set a benchmark for **corporate and strategic communication consultancy**.