



In the COMPANY of IDEAS

404.316.9730.V • 215.344.4040.F • murph@murph.cnc.net • www.inthecompanyofideas.com

CLIENT TransMontaigne

Denver, CO

Collaborated with Atlanta-based firm to create the strategy that transformed this downstream reseller of commodity oil and petroleum products into the 'owner' of comprehensive supply chain management for fuel.

Co-implemented the plan to build brand awareness and increase shareholder value.

GOALS

- Grow awareness of a "new" company that was a merger of two established businesses.
- Build value among the investment community.

OBJECTIVES

Position TransMontaigne uniquely in a crowded marketplace where competitors tended to look, act and market the same. Create materials that "capture the mind" of prospects in four vertical markets as well as in financial and investment communities.

SOLUTIONS

The positioning strategy focused on using assets and relationships to manage the fuel supply chain efficiently and allow TransMontaigne to become the "owner" of the concept and business model of "Supply Chain Management for Fuel."

METHODS

A soft-sell approach supported by atypical visuals ~ a combination unique to the industry ~ was used consistently. Targeted ads, direct response, sponsored editorial, web design and Fortune Magazine wraps helped reach the targeted audiences.



"Nature" Ad Series

Capabilities Brochure



As You Grow Your Business

We Can Supply the Fuel

RESULTS

TransMontaigne grew sales from \$2 billion to over \$9 billion. Supply chain clients now include FedEx, Schneider Transport, Pepsico, Waste Management and other large consumers of fuel. The stock price increased from less than \$3 per share to \$11.35, which is the cash purchase price paid by Morgan Stanley in September 2006 when it bought the company.