



## 2025 ACSC Team Marketing Presentation

### Round 1: Canon USA Rebrand Campaign Team Pitch

#### Scenario Overview:

Canon USA is undergoing a significant rebranding, integrating Canon Solutions America (CSA) fully into its broader structure. Canon Solutions America (CSA) is being fully integrated into Canon USA's broader organizational structure. Following this integration, CSA will be rebranded as the Canon Client Services Group (CSG). CSG will operate as a dedicated division within Canon U.S.A., specifically focusing on copiers and printing solutions.

Canon is inspired by the philosophy of *Kyosei*, meaning “living and working together for the common good.” The marketing integration team aims to foster a united culture within Canon and present a cohesive message to external stakeholders. As part of this transition, Canon USA seeks to update customer touchpoints, including logos on sponsored events (e.g., university sports teams, charity events, local business initiatives) and customer communications, from marketing materials to service invoices.

**Note:** This scenario focuses specifically on the CSG copier and printing division. Your strategy should address the integration of CSA into Canon USA and should not focus on Canon's other divisions.

#### Setup:

The Chief Marketing Director and Internal Communications Director have tasked your team with a comprehensive rebranding plan. They focus on embedding the *Kyosei* philosophy into customer-facing campaigns and internal culture, especially for CSG's geographically dispersed employees who may feel disconnected from Canon USA's core values. These directors expect a presentation outlining a thoughtful, actionable plan aligned with Canon's goals and not exceeding a \$1 million budget for external and internal rebranding strategies.

It is vital to understand Canon's corporate philosophy of *Kyosei* to guide your strategy. This philosophy conveys Canon's dedication to seeing all people, regardless of culture, customs, language, or race, harmoniously living and working together in happiness into the future. Current factors related to economies, resources, and the environment complicate the realization of *Kyosei*, which emphasizes collaboration and mutual prosperity. Your



campaign should integrate this philosophy into actionable strategies for external and internal audiences.

Canon strives to eliminate these factors through corporate activities rooted in *Kyosei*. Truly global companies must foster good relations with customers and communities, as well as with governments, regions, and the environment to fulfill social responsibilities. For this reason, Canon's goal is to contribute to global prosperity and the well-being of humankind as they continue efforts to bring the world closer to achieving *Kyosei*.

For additional information, visit Canon's official page on *Kyosei*:

<https://www.usa.canon.com/about-us/Kyosei-our-corporate-philosophy>

### **Your Role:**

As Canon USA's internal marketing team, you and your teammate will present a *Kyosei*-centered rebrand campaign proposal to the top-ranking marketing and internal communications directors. The campaign should emphasize maintaining customer loyalty, fostering *Kyosei*, and strengthening employee cohesion as CSG fully integrates into Canon USA.

You will present your rebranding campaign to a marketing team comprised of three senior managers at Canon USA. While the specific roles of the managers will not be disclosed, they represent the perspectives of key decision-makers, including marketing strategy and internal communications. Be prepared to address questions or objections about your budget, implementation strategy, and alignment with Canon's *Kyosei* philosophy.

### **Objective:**

Develop a presentation outlining a *Kyosei*-centered rebrand campaign that addresses external customer relations and internal employee integration. Your budget is \$1 million.

Your campaign should:

#### **1. Reinforce Customer Relationships**

- Craft messaging and a marketing timeline to energize and reassure CSA clients about the name change and integration benefits.

#### **2. Strengthen Employee Cohesion**

- Design initiatives to connect Canon USA's teams, with a focus on integrating CSA's remote employees into the *Kyosei* philosophy in daily operations and communications.



## Key Market Challenges:

- Expansion of sustainability beyond climate, to include communities, social aspects and economics.
- Protection of personal information, identities and data and its relation to cybersecurity.

## Presentation Instructions

### 1. Introduction

- Provide a brief overview of your proposed campaign, including timelines for external and internal initiatives. Present your vision for embedding *Kyosei* as a core element.

### 2. External Rebranding Strategy

- Develop a customer outreach plan to communicate the CSG name change. This should include approaches for customer-facing materials, event sponsorships, promotional items, invoices, and service communications.
- Explain how your campaign will maintain brand continuity, reassure customers, and build positive associations with the new brand identity.
- Justify your budget for an external rebranding strategy.

### 3. Internal Culture Strategy

- Outline initiatives for aligning CSG's remote employees with Canon USA's *Kyosei* values. This might include creating communication channels, internal branding workshops, or team-building activities.
- Suggest ways to foster a shared Canon identity among all employees.
- Justify your budget for an internal culture strategy.

### 4. Engagement and Metrics

- Describe specific ways you will measure success both internally (employee alignment, retention, satisfaction) and externally (customer loyalty, brand perception).

### 5. Next Steps

- Conclude with a call to action and propose a phased rollout plan for your campaign.

### 6. Presentation Time Limit: 15 minutes plus 5 minutes for Q&A