



Transformation & Change Management

Supporting brand or business transformation through structured marketing evolution.

CMO+

Company : Bluebird

Industry : Transportation

Marketing Case type : Transformation & Change Management

Business Challenges

Back to early 2020s, Bluebird had suffered from two biggest disruptions: category digitalization with the booming of online ride-hailing and pandemic. The brand had lost relevance hence in revenue decline and in 2020 booked negative profitability. The marketing department was focusing more on communication with limited impact to top line hence seen more as cost center.

Business Objectives

In revenue and profitability downward trend, any initiative to stop or turn it around was appreciated.

CMO+ Approach / Marketing Goals

Digital transformation is applied into marketing department.

Services Delivered

End-to-end marketing transformation.