



## Market Evolution Case Study

# mecom

### Assignment: Advisors to CEO on Integration and Change Management

#### The Client

**Mecom** Group plc ("Mecom") is one of the leading European newspaper and content businesses. The Group owns over 300 titles in its five divisions, with substantial operations in the Netherlands, Denmark, Norway, Germany and Poland, together publishing approximately 30 million copies a week and attracting approximately 18 million unique website users per month.

#### The Challenge

Following the acquisition of Berlingske, Denmark's largest media business, Mecom faced the challenge of successfully integrating the business into the group. Market Evolution was hired as advisors by the interim CEO (now the Group Finance Director) to provide executive direction on this process of integration and to lead a programme of change management throughout the business.

#### What We Did

Of paramount importance was the need to integrate the Berlingske business without disrupting the existing profitability of the operation. Market Evolution undertook a 12 week consultancy role, during which we reviewed the overall management structure and conducted a thorough analysis of the business, identifying areas of potential revenue growth and, naturally, areas of potential cost savings.

#### What Happened

Berlingske is now a totally integrated operating business within the Mecom Group plc and is thriving. Key successes are high operating margins and a solid platform for future growth through the introduction of Denmark's first integrated newsroom.

#### Want To Know More?

*Contact Toby Constantine to learn more about Market Evolution and our approach to helping businesses grow through the appliance of consumer and market insight.*

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