



Global Messaging Meets Agile Innovation

Dow Amplifies Global Communications with Scalable,
Insourced Media Expertise



CASE STUDY



Watch the video on our website to learn more

About Dow

Industry: **Manufacturing**
Location: **Midland, Michigan**

Dow (NYSE: DOW) is one of the world's leading materials science companies, serving customers in high-growth markets such as packaging, infrastructure, mobility and consumer applications. Their global breadth, asset integration and scale, focused innovation, leading business positions and commitment to sustainability enable them to achieve profitable growth and help deliver a sustainable future. Dow operates manufacturing sites in 30 countries and employs approximately 36,000 people. Dow delivered sales of approximately \$43 billion in 2024. References to Dow or the Company mean Dow Inc. and its subsidiaries.

\$43B

in Sales FY24

30+

Countries With
Operations

35K+

Employees
Worldwide

Communications that catalyze success.

Objective

In today's hyper-connected landscape, every organization must operate like a media company—even if their core mission isn't in traditional media. For Dow, a trailblazer in materials science, effective communication is as crucial as innovation. They needed cutting-edge media capabilities to fuel global town halls, internal training sessions, investor updates, and innovation showcases—ensuring every breakthrough is shared with clarity, impact, and a touch of brilliance.

However, rather than wait for limitations to arise, Dow took a proactive approach. Committed to staying on the cutting edge, they recognized the need to supplement their internal capabilities with specialized expertise—creating a model that combines deep institutional knowledge with agile, world-class media support.

Looking for more than just technical support for a seamless delivery, they needed their global messaging to embody the precision and passion of the Dow brand. They wanted a dynamic partner who could help them refine and fully realize their reimagined media operations.

They chose Diversified and together set out to bring Dow's vision to life—ensuring their narrative is as brilliant, coherent, and dynamic as the innovations emerging from its labs.



“Dow’s evolving needs pushed them to rethink communication. They wanted a technology and media partner who could help implement a dynamic strategy complete with live, broadcast-quality events that enabled them to truly engage audiences while focusing on core messaging.”

— **Sheri Moore,**

Sr. Director – Media Services & Adopt,
Diversified



Inspiration meets innovation.

Solution

From on-site collaboration to pioneering infrastructure and a forward-thinking insourcing model, Dow has completely redefined its approach to communication. With an unwavering commitment to precision and consistency, their digital communications strategy not only addresses today's needs but is ready to evolve alongside Dow's ever-growing ambitions.

By partnering with Diversified, Dow gains a cost-advantaged approach to delivering the company's messaging to its people and customers around the world—efficiently, effectively, and at scale.



“Outsourcing hires specialists for one-off tasks without building institutional knowledge. This approach makes creative professionals part of our team. They fully grasp our corporate and manufacturing environments and take complete ownership of our long-term success to drive lasting impact.”

— **Chris Duncan,**

Sr. Director - Creative Element Studio, Dow

PIONEERING INNOVATIVE SOLUTIONS

Embracing advanced technologies like remote production, Dow transformed its media operations to deliver high-caliber, scalable productions that go beyond the confines of traditional control rooms. This modern approach enables real-time, cross-border collaboration, driving operational efficiency while elevating the quality of both live and digital content. By rapidly adapting to evolving market demands, Dow seamlessly turns innovative ideas into engaging, broadcast-quality outputs—firmly establishing its leadership in corporate communication.

EVOLUTION FROM CONTROL ROOMS TO CREATIVE COMMAND CENTERS

What began as control room installation to support Dow's media operations evolved into a dynamic, embedded model at the heart of Dow's communications strategy. Today, Dow leverages dedicated on-site teams of managed services and media production professionals who operate as an integral extension of their own staff. This embedded support model provides a seamless blend of real-time strategic consulting, hands-on technical expertise, and robust infrastructure management.

Diversified's team of 36 creative, media and support professionals work side-by-side with Dow's internal teams, ensuring daily operations run flawlessly while proactively adapting to emerging tech trends. Responsible for ongoing management and leveraging of nearly 700 terabytes of existing digital assets, the team helps maximize content value, accelerate production timelines, and enable smarter storytelling at scale.

Every broadcast and live event reflects their forward-thinking vision. By transforming isolated technical setups into a cohesive, agile framework, Dow created a platform where innovation and operational agility meet—turning potential challenges into opportunities for creative and strategic brilliance.



“Dow is not a media company. With Diversified’s tailored, on-site embedded solution, they can focus on their message without distraction. The partnership really shows how industry leaders can seamlessly integrate specialized services to meet unique operational challenges.”

— **Troy Roe,**
Service Delivery Manager,
Diversified

AN EXTENSION OF DOW'S DNA

By shifting from a more traditional outsourcing model to a hybrid insourced team—affectionately dubbed the “Creative Element”—the Diversified team became a natural extension of Dow’s creative force. Immersed in Dow’s culture, this on-site team of video production, sound engineering, graphic design, motion graphics, and 3D design experts consistently delivers high-quality outputs that resonate with Dow’s innovative spirit.

Whether it’s crafting live events, producing dynamic digital content, or managing an expansive asset repository, the meticulous approach streamlines processes and eliminates time-consuming revisions, ensuring ideas flow effortlessly from concept to execution.

250+

Annual Live
Events

1,900+

Annual Live
Projects

1,300+

Annual Design
Requests

SOLUTIONS

Media Production

SERVICES

Adopt On-Site Services

Flex Sourcing

Creative Services

Impact

Dow's transformation into a robust, scalable media ecosystem marks a revolutionary leap in its communications strategy. Unshackled from outdated media management, Dow's teams wield cutting-edge technology and creative storytelling to ensure every message shines with the clarity, precision, and flair synonymous with its legacy.

Their nimble, insourced model streamlines operations and fuels real-time, cross-channel messaging that resonates globally, reinforcing Dow's reputation as an innovation leader. By seamlessly integrating dedicated on-site teams with advanced remote capabilities, Dow is setting new benchmarks in corporate media, streamlining operations while fostering an environment where creativity and efficiency unite.



"It's incredible how, once on site at an event, our Dow leaders instantly trust our production team. This trust allows them to focus on their content and audience, knowing the technology is fully handled."

— **Melissa Ososki,**

Account Delivery & Operations Leader - Creative Element Studio,
Dow

2,700+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



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