



SKOV needed clarity on how its communication should evolve to create more customer value

SKOV develops climate and farm management solutions for livestock producers worldwide. The commercial team sought customer insight to better understand whether SKOV's communication relied too heavily on product features rather than customer value. This raised an important question for Marketing Manager Stig Veis Jørgensen: How should SKOV sharpen its communication to connect more clearly with customers?

When communication is in question, customer reality must guide the way forward

The initial need was not tied to one campaign or one isolated tactical decision. Rather, SKOV was discussing internally whether its communication should remain feature-based or shift further towards value-based messaging. The purpose of the project was therefore to replace internal assumptions with direct customer insight and create a stronger foundation for future decisions. Stig explains:

“The key theme was understanding where we actually stand today. We needed to hear directly from customers how they experience our communication, because that gave us a much stronger foundation for deciding what we need to work on next.”

Lindberg International delivered a practical and well-scoped process that gave SKOV confirmation, fresh perspectives and a clearer direction for future communication



For Stig, initial meetings and a clear scope made the decision easy

What created value from the beginning was the early dialogue, where the issue was discussed in a practical way. The task was clearly delimited, which made it easy to see what the project would include, how far it could go and what value it would create.



A pragmatic process and presentation raised the value for Stig

The collaboration was hands-on and practical. Lindberg International took on the customer interviews, then presented the findings together with the person who had conducted the interviews. That made the insight more tangible and the final presentation more valuable.



New perspectives helped Stig refine how SKOV should communicate

The project confirmed several things we already sensed, but it also brought new insights. One important learning was that the closer SKOV gets to the customer geographically, the more value-based the communication becomes. The local communication is more benefit-oriented than communication from head office.

SKOV now has a clearer direction for how communication should develop

Stig is already seeing the strategic value:

“The project is now part of my 2026 to 2028 action plan. We know we need to work with it, and it has also pushed us to involve sales earlier, so the value-based perspective is built in from the start.”

Recommending Lindberg to other companies with a similar need?

The answer is yes: 9 out of 10

“I have been very happy with the collaboration, satisfied with the process and with the result. What matters most is that the project helped us take hold of an issue we genuinely needed to work on.”

Get in touch if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can “Act with confidence”.

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At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

Some of our active clients:

