

CASE STUDY: Hunter Douglas Window Fashions

CHALLENGE

Hunter Douglas Window Fashions turned to us to increase brand awareness among consumers.

SOLUTION

For over 15 years, we have implemented a full range of brand-building services designed to achieve both trade sell-in and consumer pull-through nationwide. Our involvement includes incentive programs for the sales force, trade show support, creating a home builder program, national ads tagged by local retailers, targeted direct mail brochures to consumers, and design of in-store environments - most notably the Hunter Douglas Window Fashions Gallery. For these, we designed the logo and graphic usage guidelines manual and CD-ROM plus continually create and produce consumer brochures, sample books, banners, and retailer van vehicle wraps.

RESULTS

Dealer participation in the Gallery program has grown to more than 300 nationwide. Requests for consumer brochures - custom imprinted with dealer names - quadrupled to 20 million.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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