

CASE STUDY: Hunter Douglas Window Fashion

CHALLENGE

During our relationship with Hunter Douglas, which extends over 15 years, we were challenged to increase brand awareness among consumers and provide retailers with essential marketing tools to differentiate their stores and expedite Hunter Douglas product sales.

SOLUTION

Block & DeCorso developed a turnkey operation that centered around an 8 1/2" x 11" six-page multi-purpose consumer brochure that we designed as a co-op tool. The marketing program we designed enabled us to cost-efficiently produce product brochures that could be easily customized for local dealers in low-cost lots of 2,500 to 1,000,000 units for mailing, insertion in local newspapers, or handouts. Dealers simply instructed us on which offer they wanted to use (2 for 1; 20% off, etc.), gave us their local store information, and how many brochures they wanted - we handled all the details and delivery. We also developed the sell-in materials to expedite the orders.

RESULTS

Requests for consumer brochures - custom imprinted with dealer names - quadrupled from the first year's volume to more than 20 million.

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



HunterDouglas
WINDOW FASHIONS
Gallery™



BLOCK & DECORSO

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