

CASE STUDY: Suburban Energy

CHALLENGE

When Suburban Propane changed its name to Suburban Energy, the company asked us to communicate the name change.

SOLUTION

We developed an integrated marketing communications program that included simultaneous communication to field locations and employees throughout the organization and a direct mail campaign to existing and potential customers. We developed a "Feel the Energy" theme and invited residents to visit the new Suburban Energy retail stores and enter our "Feel the Energy" Sweepstakes and get a chocolate "Feel the Energy" Bar. Each store had new exterior and interior signage with new offers, and the employees wore "Feel the Energy" T-shirts. All the details of the promotion were spelled out in a Store Managers Guide.

RESULTS

The direct mail campaign to consumers in the initial test attracted more than 18,000 sweepstakes entries. The program was then rolled out across the nation.

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



BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 www.blockdecorso.com

CONTACT: David Block
E: davidblock@blockdecorso.com