

Case Study For Engineered Floors: July 2016 – February 2017

PROJECT DESCRIPTION:

We executed an integrated B2B plan, which successfully launched our “Carpet For Life” campaign at the flooring industry’s key trade show, The International Surface Event, attended by many of our client’s dealers, as well as key trade media. Through our campaign, we reached our target audience of carpet retail dealers from around the country who attended the January 20-22, 2017 trade show, generated awareness of the brand and helped spur immediate sales.

THE BUSINESS NEED OR OPPORTUNITY

The objective of our integrated B2B plan was to successfully showcase our campaign at the flooring industry’s key trade show attended by many of our client’s dealers, as well as key trade media. Through the campaign, we reached our target audience of carpet retail dealers from around the country who attended the January 20-22, 2017 trade show, generated awareness of the brand and helped spur immediate sales.

STAKEHOLDER ANALYSIS

We conducted research that included identifying trade media that reach carpet retail dealer-owners that were planning to attend the trade show. Strategy discussions were conducted with the client, as well as with trade media (who know our primary audience very well), to ensure the branding images and key messages would be integrated into the program and the branding images would resonate with them. An integrated marketing plan, including advertising, public relations and social media, was developed as the core platform to drive traffic and awareness to the client’s show booth.

A key insight from our research told us that for a manufacturer such as our client to entice a retailer to purchase a display for his or her showroom floor, the retailer must trust the quality and reputation of the product. This is important to attract attention on the retailer’s showroom floor and avoid costly “call backs” from dissatisfied customers. Since our client expanded its product lines from the previous year and developed two new carpet displays, we opted to focus on the variety of its product lines and the ability of each product to serve various functions for commercial and residential use.

GOALS AND OBJECTIVES

Successfully kicking off our “Carpet For Life” campaign at the flooring industry’s key trade show attended by many of our client’s dealers, as well as key trade media, the objective of our integrated B2B communications plan was to increase awareness for the brand among our target audience of carpet retail dealers from around the country who attended the January 20-22, 2017 trade show and spur immediate sales.

THE SOLUTION OVERVIEW

The campaign theme, “Carpet For Life,” was conceived and executed throughout the campaign as the brand’s promise of performance, durability and reliance regardless of what “life” may throw at it ... from the kid’s muddy footprints to the accidents by the family puppy...and everything in between. The theme was emphasized by super-sized graphics throughout the campaign advertising, social media and booth design. The “Carpet For Life” theme, which reflected product quality and integrity, resonated with the client’s dealer target.

IMPLEMENTATION AND CHALLENGES

The campaign theme, “Carpet for Life,” was carried through all branding communication assets for our integrated communication platform and resonated with the target audience. Internally, we used a traffic report to keep the team updated on all communication initiatives. While our audience was retail dealers attending the trade show, we reinforced the “Carpet For Life” theme in all pre-show advertising, PR and social media, as well as at the show and in post-show messaging.

The core integrated communication platforms used to drive show awareness were online and traditional advertising, public relations, social media and marketing initiatives. Online and traditional advertising were heavy leading up to the trade show in all key trade publications that, through our research, we concluded the target audience reads.

Additionally, we developed a social media strategy and launched Instagram and Twitter handles, in addition to using the existing social media channels, to build awareness for the event. During the event, we live posted across Twitter, Facebook and Instagram, using a variety of photos and videos, including a live video partnership with a trade publication showcasing our client’s two new carpet displays. The strategy was active December 2016 through February 2017.

Public relations played a role with advance media interviews and coverage in all key trade publications to ensure the primary audience was aware of the client’s presence at the show. The client’s sales representatives leveraged the advance media coverage for marketing communications and to aid in setting up sales meetings at the event.

Additional marketing efforts included reaching an agreement with the hotel that was hosting the event to give all guests who were attending a hotel room key that was branded with our theme message and booth number. This ensured that our message was going to be held, viewed and used by attendees throughout the event. We also provided the registration tickets and lanyards worn by nearly every attendee, which included the client’s logo and the theme, “Carpet For Life.”

We developed a video that showcased each product and brand our client offers, as well as the manufacturing sophistication and scope of our client’s factories. Aerial coverage, inside and outside of the client’s carpet mills and of our client’s hometown, Dalton, Ga., was recorded via drone, and key messages were overlaid in the video to reinforce these messages. A music bed kept the video tone low-key but impactful. We wanted to ensure the target audience could see and learn about our client and how they would benefit from our client’s products. We also teased the introduction of the

video in the weeks prior to its release with various social posts and clips to build buzz leading up to the show.

MEASUREMENT AND EVALUATION

The bottom line for client, and agency: At the trade show, sales representatives conducted meetings with retail dealers, closing more than \$5 million in immediate sales. (We do not take all the credit, of course.) The client also sold out of its two new displays, “Your Retreat” and “Pentz Commercial Flooring Solutions,” which means the quality and reputation of the product was effectively communicated to dealers. The client has retained the agency for additional advertising, marketing and PR-related services, which is the ultimate measure of success for the agency.

Advertising: Full-page ads were placed in all key trade publications prior to and during the trade show. The agency secured premium ad spots (page 2 or back cover) at no additional charge to our client. Our online ad ran on key trade websites, generating 150,000+ impressions in January prior to the show to aid in building awareness.

Marketing: Our hotel key cards and lanyards became the hit of the show (unless you were a competitor). Because the client was so pleased, we secured the right to have the hotel key cards at next year’s show. Additionally, we gained 18,730 total impressions across Facebook, Twitter and Instagram over a three-day period, while increasing the amount of followers by an average of about 5 percent on each platform.

Video: Given the client is based in Dalton, Ga., and the audience is from around the country (and does not visit Dalton often, if ever), we developed and brought the depth of the client’s brands and capabilities to them at the trade show via a video played on an 8’ x 14’ video wall. The video has since been used for social media, in internal and external meetings, sales presentations, etc.

Media Relations: Distribution of press releases turned into interviews before the show for advance PR, as well as allowing us to secure on-site interviews at the event for post-event wrap-up editorials, all of which helped ensure our target audience read about our client.

Overall results: The client was extremely pleased with the agency’s integrated branding program and, as mentioned, has rehired the agency.