



# case study: Formica Group

## 100th Anniversary Global Strategy



The original inventor of laminate, the Formica® brand celebrated 100 years in 2013. Vehr was on point to lead the communications strategy and was challenged to celebrate the history, global expansion and design impact of the brand on an international scale while conveying one clear, unified voice.

After centrally developing strategy, messaging and implementation guidelines, we relied on communications partners in Europe, Asia, Australia and New Zealand to tailor the market-specific approach and local execution.

### The WIN

The #Formica100 milestone and Anniversary Collection of laminates were celebrated in media outlets around the globe, including Consumer Reports, The New York Times, Fox News, The Guardian, Bloomberg Business Week, Better Homes & Gardens and National Public Radio.

