

BOLD FIRST STEPS



ARTISTRY
MEETS
ACCURACY.



It takes courage, imagination and innovative thinking to powerfully propel a new brand into orbit. From strategy and planning to brand identity development and then beyond to the implementation of high-impact sales and marketing events, Vertical Marketing Network steered the launch of Artisan™ a new upscale brand from James Hardie Building Products®. Mission accomplished!

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Vertical Marketing Network takes the challenge of building a client's brand seriously. The agency worked alongside James Hardie Building Products® to launch Artisan™, a new high-end brand of home exterior products. Artisan needed to stand out from their other product offerings through premium positioning targeted to Builders, Architects and Consumers. Given a brand only has one chance to make a stand-out first impression, everything from messaging to material development to execution had to hit the mark throughout every aspect of the Artisan integrated launch campaign.

How it Worked:

Builders and Architects were educated about Artisan's features and benefits through sample jacket mailings that included a DVD showcasing the product on homes with high-end photography. Trade kick-off events were conducted at Idea Homes which allowed Builders and Architects to see the product on the homes, and through an on-site installation demo. The Vertical Marketing Network team created the website to serve as an Artisan information hub and to showcase the brand's high-end aesthetic and durability value to both the trade and consumers alike. The new product launch was also supported through publicity and media relations outreach efforts, new product packaging, an employee kick-off event, and other supporting materials including signage.

Key Take Away:

The integrated new product launch created by Vertical Marketing Network successfully positioned Artisan as a premium home exterior product amongst Builders, Architects and Consumers located in select regions of the country. All pillars of the marketing effort creatively communicated and extended the brand's unique selling points to create awareness and generate sales. A great launching success into orbit with solid bold first steps!

