

Branding & Positioning for Grunau Company

CHALLENGE

To increase awareness of a mechanical contracting firm through a concentrated marketing effort. Additionally, the company needed to differentiate itself from another family member's business with a similar name.

TARGET

Construction companies, architects, engineers, contractors and the media.

SOLUTION

Our team began to differentiate Grunau Company by using the Strategic Marketplace Positioning Model as a guide to create a comprehensive campaign. The model includes four phases: (1) internal research (2) qualitative research with target audiences (3) development of message strategies; and (4) launch, execution, monitoring and evaluation of a plan. Our team conducted initial internal research to determine the position Grunau believed it occupied in the marketplace. Next, our team conducted external research to confirm that Grunau's actual position matched the perception of its key audiences. Based on that research, our team worked with Grunau to write a positioning statement, which explained what Grunau wanted people to think, say and feel about the company. Our team tested the positioning statement by talking to Grunau customers and prospects. Using the feedback received, our team finalized the statement to highlight information and services offered by Grunau that previously had low levels of awareness among target audiences. Then, our team crafted talking points for each message strategy to demonstrate these key aspects of the positioning statement. Our team also helped Grunau develop a corporate brochure and case studies, as well as redesign its newsletter and company website.

OUTCOME

Grunau's brand and positioning statement accurately reflected its culture and industry focus. There is consistency in all communication because every message disseminated is an extension of the positioning statement. The campaign has earned Grunau editorial placements in local business and national trade publications, including a cover article in Plumbing & Mechanical magazine.