

Bigsby Vibratos | Channel Strategy

True voice.

Creating new retail sales opportunities for Bigsby Vibratos

Overview

Handcrafted Bigsby Vibrato Tailpieces have rocked the music world since the 1940s. As part of Catapult Thinking's marketing strategy to increase sales, we recommended packaging the most popular models as kits in retail stores. Our strategy made sure that the products were merchandised front-of-store and top-of-mind with musicians. Research with luthiers, retailers and consumers ensured that our packaging, retail graphics and instructions were clear, usable and consistent with the integrity of this music industry legend.

Impact

The sell-in and sell-through of the repackaged Bigsby products has beaten projections and resulted in brand distribution via the Fender distribution network.

Scope

- User Research
- Channel Research
- Product Strategy
- Market Strategy
- Packaging Design
- Brand Identity
- Print Communications
- Verbal Branding



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.