

Howard Leight and Bilsom | Brand Strategy

More than the sum of its SKUs.

Creating a brand architecture to align former competitors

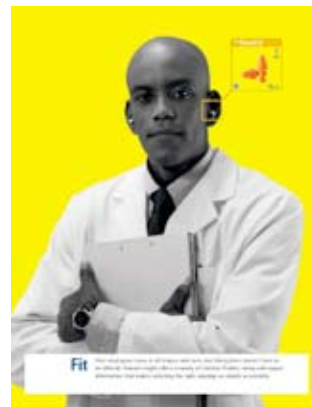
Overview

Bacou-Dalloz is a world leader in safety products. As the company integrated two formerly competitive brands into its hearing protection offer, they sought to make the Howard Leight and Bilsom product lines more easily understood while creating a unique positioning for each brand. Catapult Thinking's multi-faceted assignment: Eliminate repetition of products across brands, define and differentiate the brand languages, and create an information design language to help purchasers understand all the factors involved in evaluating and selecting hearing protection for employees in diverse applications across brands.

Impact

Overall sales of Howard Leight and Bilsom products increased by more than 19%, during a period when other protection product divisions were flat or in decline. In addition, we were able to help Bacou-Dalloz shift the value proposition of its hearing protection brands from contentious industry performance measures to the personalization of product choices for work environments. This effectively distanced the company's brands from their entrenched competitors, and increased both brands' market shares.

Scope
Channel Research
Brand Strategy
Product Strategy
Communications Strategy



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

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Howard Leight and Bilsom | Brand Advertising

People first.

Redirecting an industry conversation

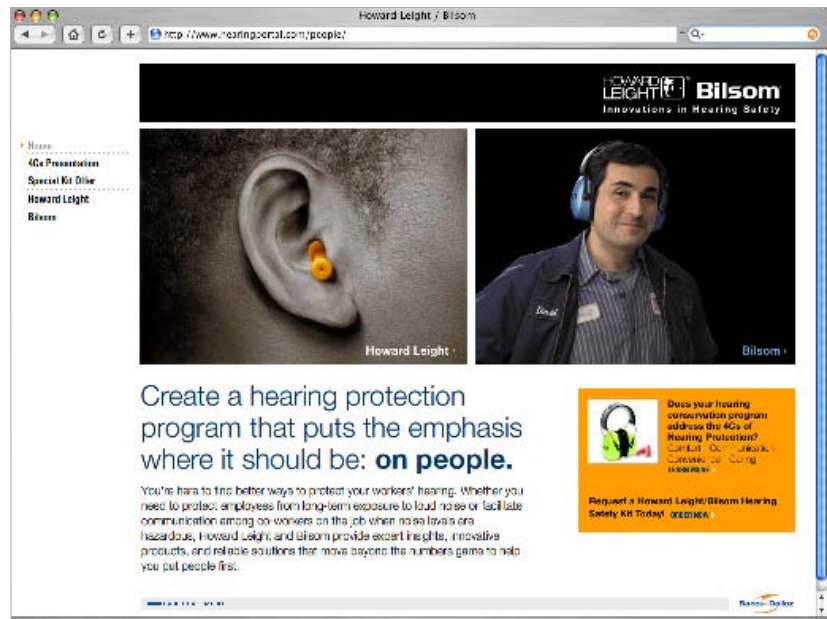
Overview

With a few years of brand momentum under its belt, the Hearing Protection Group sought to further its leadership position with a new advertising campaign for its Howard Leight and Bilsom brands. The new program rises above industry bickering about protection levels – linking trade ads to an educational mini-website that emphasizes the human dimension of hearing protection. The campaign, which encompasses ads for both hearing protection brands, communicates Bacou-Dalloz’s vision for addressing comfort, communication, convenience and caring – the fundamental interests of people who specify and use hearing protection.

Impact

The campaign reinforced our original positioning for the Howard Leight and Bilsom offers while showcasing the web as a complementary marketing tool for this trade-ad reliant channel.

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