

J.D'Addario | Brand Strategy

Making waves.

Creating a coherent, effective brand architecture for Planet Waves

Overview

Planet Waves recognized that confusion caused by their multi-category product line was preventing consumers from exploring their full line of musical instrument accessories. They asked Catapult Thinking to research sell-in and sell-through dynamics, to understand how retailers and musicians perceived the brand and product line. We isolated four intuitive categories that define the range of rational and emotional impulses driving purchase decisions, and created a brand architecture to address them. Our strategy also included product naming, nomenclature and positioning that made product groups easier to organize, promote, shop and sell, and a versatile brand identity that can be printed on, sewn on or molded into a wide range of products.

Impact

First-year launch sales of the brand exceeded estimates by three times. Planet Waves has grown from an industry underdog into one of the premier accessory brands in the music industry, and is now successfully migrating a selection of its products to the consumer electronics channel.

Scope

- Channel Research
- Brand Strategy
- Product Strategy
- Communications Strategy
- Merchandising
- Packaging Design
- Brand Identity
- Verbal Branding



PLANET WAVES[®]
MUSIC UTILITY COMPANY



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

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