

Shure | Branding Strategy

# Attracting new players.

Creating a new product line and step-in point for new customers

## Overview

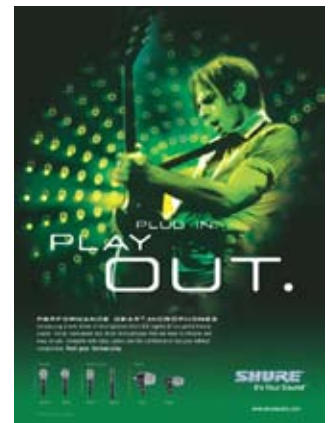
As Shure prepared to consolidate a fragmented offer of entry-level microphones in a single product line, the company faced a dilemma: How to step new musicians into the Shure brand while maintaining the brand's integrity, built over nearly 80 years in the music industry? Catapult Thinking created a confident starting point with Performance Gear, a product line that emphasizes simplicity and the thrill of live performance. We developed the "Plug in. Play out." positioning, and designed color-coded packaging that made the products easier to shop. In addition, we designed the Performance Gear line logic and nomenclature to mirror higher-level Shure products, helping to familiarize new customers with how to shop the brand.

## Impact

The Performance Gear product range was embraced by Shure regional marketing teams and by Shure retailers world-wide—and its retail success did not cut into Shure's core microphone sales. Building on the line's popularity and momentum, Shure launched a complementary wireless microphone offer.

### Scope

- Channel Research
- Communications Strategy
- Merchandising
- Packaging Design
- Naming & Nomenclature
- Brand Identity
- Print Communications
- Verbal Branding
- Production Management



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

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