



Case Study #404



imagination at work

The Opportunity/Problem to Solve

As part of a new product launch, one of the small product groups at GE Lighting, part of GE Consumer Products, was developing a line of lighting and power controls to be offered to consumers. This line was simple, yet quite diverse and required the development of a full branding, packaging, merchandising and sales support campaign.

The SH Solution

We researched the market with the client and worked with them to define, organize and segment the products under the umbrella brand, SmartHome. Through the comprehensive program, we completed the project that ultimately included a full-line, 16-foot merchandising run that applied to conventional retail and warehouse environments, consumer information collateral, sales support elements, and even an interactive info module for selected markets. We worked with their packaging people and assisted in planogramming for several different densities and runs. We also created merchandising that incorporated product lines outside the SmartHome brand.

The Best Part – Results

Retailer buy-in exceeded all initial expectations including a significant test by Wal-Mart. SmartHome was part of the most successful, and profitable, GE Lighting units at the time.

Creative marketing for the real world.

