

Strategic, Integrated PR Program Reaps 11 to 1 ROI!

Gardner Bender an Actuant Company

THE CHALLENGE

For nearly 50 years, the Gardner Bender brand of electrical tools, voltage testers, and wire management products has been a mainstay in the electrical aisle of leading retailers. In addition to professional electricians, these products are used by “do-it-yourselfers” working on projects around the house. In 2005, Gardner Bender launched its first generation of Circuit Alert professional-grade hand tools. Based on outstanding demand, the company was challenged with launching a second generation that would prove to be even more successful than the first. To strengthen brand credibility and creatively highlight the tools’ new innovations for making electrical work faster, safer, and easier, Gardner Bender enlisted the help of Johnson Direct.

THE SOLUTIONS

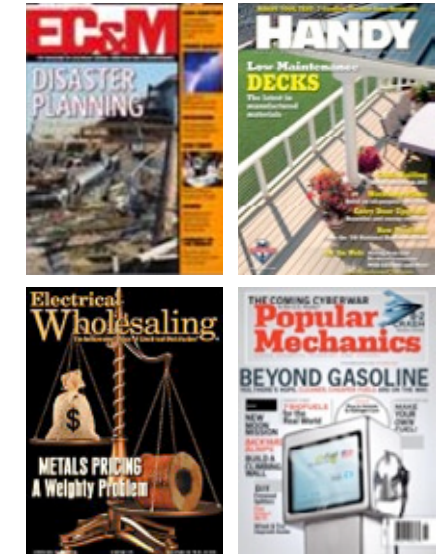
With a focus on generating industry-wide awareness, supporting sales efforts into retail and distributor channels and enhancing the company’s image as a pioneering innovator, Johnson Direct strategized and executed a multi-channel marketing campaign. A product line brochure, individual sell sheets, four minute demonstration video and campaign-dedicated website (microsite) – www.circuitalert.com, were developed to serve as a solid, informational and direct-response oriented foundation for the campaign. In addition, an aggressive public relations program was put into play to garner impressive free publicity. Johnson Direct tracked and measured the results of each campaign element.

THE RESULTS

Johnson Direct’s proactive PR efforts achieved a return on investment of 11 to 1 after just 16 weeks. Every major industry publication featured one or more placements touting the unique benefits of the Circuit Alert family, including titles like EC&M, The Electrical Distributor (TED) and Electrical Contractor. DIY publications including Popular Mechanics and Handy magazine featured the products as well. FOX News broadcast coverage included a special “handyman must-have” theme, featuring the Circuit Alert tools. Publicity drove thousands of visitors to CircuitAlert.com where they viewed the demonstration video, downloaded product sell sheets, made an online purchase or found a Circuit Alert retailer.

THE TACTICS

- Consulting
- Direct Branding™
- E-mail Marketing
- Microsite Strategy & Design
- Public Relations
- Video Production



“Johnson Direct’s Direct Branding principles and techniques have energized Gardner Bender’s new product launches including our newest family of Circuit Alert hand tools. Direct response mechanisms have been built into every aspect of the product introduction campaign – from public relations to e-mail marketing – and a brand-dedicated microsite, www.circuitalert.com, is the premier measurable metric at the center of it all. We’re able to track, measure, and analyze every strategy to determine how future product launches can bring us even greater success. Johnson Direct views our brand and image as one of their own and looks for opportunities to expand and grow the brand as they launch new products for us. They lead the charge and manage the product launches allowing Gardner Bender and its product managers time to focus on the next new product for launch.”

– Derek Erickson
Product Manager, Hand Tools
Gardner Bender



JohnsonDirect.com