



## **Case Study- Market Research, Brand Architecture, Strategy**

### **Situation**

Design Concepts Manufacturing (DCM), approached our team with a need to assist in advertising their new product line. DCM manufactures commercial industrial special-effects lighting, and wanted to extend to the consumer market. In addition, they requested creation of ad designs for magazine in publications they had identified. DCM expected to use the same product names in their consumer line.

### **Solution**

Our team initiated an in-depth discovery, learning about Design Concepts Manufacturing's current business, business model and products, as well as the new offerings and the intended target demographic.

After reviewing the discovery data, our team determined that DCM needed to separate the commercial line from consumer, and use DCM as the parent brand for both lines, super-branding the product name for the consumer line. Our team further determined that DCM was using the wrong approach for the commercial projects. The best strategy for DCM was to utilize a channel approach, rather than targeting direct to end-user venues- using the channel as an adjunct sales force.

The market Analysis of publications that DCM anticipated utilizing also showed that DCM would gain minimal exposure for the investment, and would be better served through a direct mail campaign to the appropriate channel partners.

### **Results**

With assistance from our team, DCM redirected their marketing budget and advertising efforts of their commercial business; providing a better return-on-investment. With the new approach, DCM is waiting to invest in the consumer side and may fund it with increased commercial division profits. Through our team's analysis of approach and budget strategy, DCM now has a more focused marketing plan.