

Blu Glo Home Media Systems

Launch of new retail concept

Challenge

1. Launch an unprecedented, nationally scalable retail concept for the home entertainment industry
2. Develop a new brand with limited consumer research and integrate an efficient marketing campaign to support a specialized retail model

In late 2007, Warren Douglas was approached by an industry veteran interested in launching a new retail concept and creating a national home entertainment chain. He wanted a marketing and advertising partner that was not only well versed in the “art of retail,” but who could also deliver at retail speed.

Strategy

Warren Douglas created a model customer type as the primary target. Adjacent product categories and service industries were studied for insight on proven service differentiators. These insights were married with our existing retail experience to form the basis for the plan. We then built a geo-targeted model that would effectively and efficiently put the key selling messages in front of the target audience in ways and at times when they would be most receptive.

Results

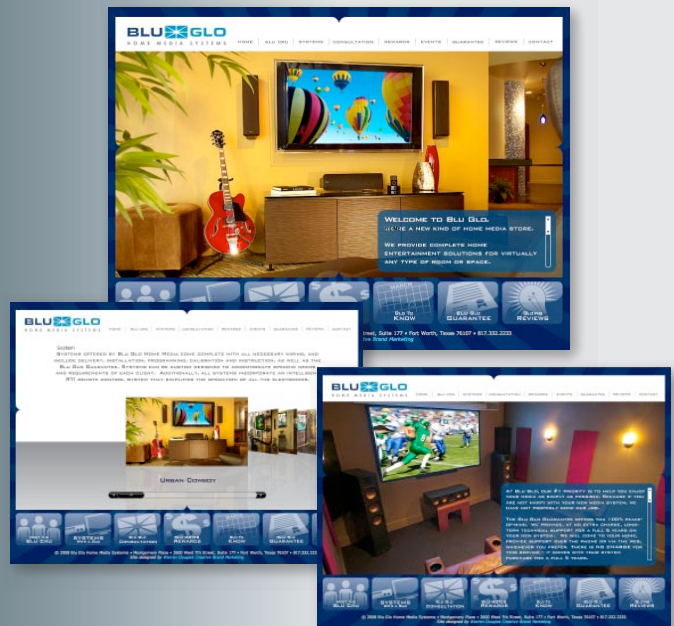
Blu Glo Home Media Systems launches April 12, 2008. The following is a list to date of the standards that have been implemented.

- Blu Glo brand, positioning, and identity delivered on time and on budget
- Employees trained for the roles they play in the overall brand experience, from the placing of a purchase order to the finished installation in a customer’s home
- Customer-level data to be captured during all relevant touchpoints and fed back into model, allowing for constant updating of customer information while refining the effectiveness of the retail plan

warrendouglas
creative brand marketing
where premium brands thrivesm



Collateral



Website

To learn more about how Warren Douglas can help your brand thrive please contact us at info@warrendouglas.com

6300 ridgela place, suite 408 • fort worth, tx 76116 • p 817.862.1400 f 817.862.1401