Aspect panoramic door system:

Bring the outside in

Category number:	19
Category name:	Best B2B product launch campaign
Programme name:	Aspect panoramic door launch
Initiative name:	Bring the outside in
Brand:	Eurocell
URL:	http://www.eurocell.co.uk/homeowners/76/bifold-doors

200 word summary

Eurocell should win this category because launch of its Aspect panoramic doors generated retail sales in excess of £6.5m during the past 12 months.

Eurocell direct sales resulted in this campaign delivered a return on marketing investment of 29:1.

Research undertaken by Eurocell in 2011 estimated the total bi-fold door market in the UK to be worth between £80-100m, with PVC-U having around a 50% share – much lower than the windows market (c80% share).

Although bi-fold doors are still a growing niche market, the goal was to take share from timber and aluminium offerings by changing the perception of PVC-U bi-fold doors. This was done by designing the product from a blank sheet of paper, rather than trying to adapt an existing system. The result is a range with over 30 unique and innovative features many of which have a patent pending.

Success of the product launch can be attributed to three key factors:

USP's – 30+ key selling points, patented features, superior aesthetics, easy to install
Clear strategic positioning – A premium product with market-leading aesthetics at a more competitive price point than timber or aluminium alternatives, to make bi-fold doors more attainable.
Segmentation and targeting – Identifying key customer and prospect groups which would most effectively help push and pull sales through the channel.

Main submission

About the client company
With a turnover of £150m, Eurocell is a market-leading supplier of door and window profiles. The company has consistently grown sales and market share over the last 10 consecutive years – few companies can match that.

Eurocell is part of the Tessenderlo Group, a multi-billion pound global plastics specialist. With the backing of Tessenderlo, Eurocell has invested over £3m over the last three years in new product development and creating the UK's largest post-consumer PVC-U recycling facility.

Strategy
Two factors drove the launch strategy for Aspect:

Firstly, the need to change the perception of PVC-U bi-fold doors meant that Eurocell could not just develop a 'me too' product. Investment was therefore made in developing Aspect from a blank sheet of paper, which enabled the incorporation of over 30 innovative features, several of which have a patent pending. In combination these provided clear USP's for both the installer and consumers.

Target audience
The first stage of the Aspect launch was to trade fabricators and installers.

Stage 2 involved the creation of a bespoke marketing programme to 'pull' the product through these customers, aimed at:

a) Architects, Housebuilders, Property Developers, General Builders

b) Homeowners

Objective of the campaign

Stage 1. Existing customer launch – Wow and How (May)

The first stage of the product launch involved communicating the USP's of Aspect to existing Eurocell fabricators and installers. The in-house developed creative campaign was called 'Wow and How' – highlighting key USP's of the range in terms of stunning aesthetics and ease of installation (important considerations for trade customers)

Before the broader marcoms campaign could commence, Eurocell needed to secure its route to market for the product. The fabricators and installers launch (end user suppliers) was therefore carried out in two stages. Stage one focused on high-value 'target profile' customers. Profile attributes included attractive end-user target sectors (New build private housing, consumers), geographic location for product distribution and financial value to Eurocell.

Target profile customers were invited to a launch event at Eurocell HQ in Derbyshire, which also provided an opportunity to develop joint plans for targeting consumers.

Phase two (June) involved another launch event at Eurocell for 'second tier' customers. As part of the product presentation at both events customers were given copies of consumer and trade installation DVDs to assist the sales process. Eurocell customers' customers were also offered installation training sessions at the dedicated Eurocell HQ training centre.

Once the route to market was established, Eurocell set about supporting Stage 1 launch by pulling the product through the channel with the integrated marcoms campaign:

Stage 2. Press Launch – Everyone's a winner (June)

<u>Innovative Product Design</u>

Much of the development work was carried out jointly with customers as part of creating an intelligently designed and innovative range with over 30 USP's, including:

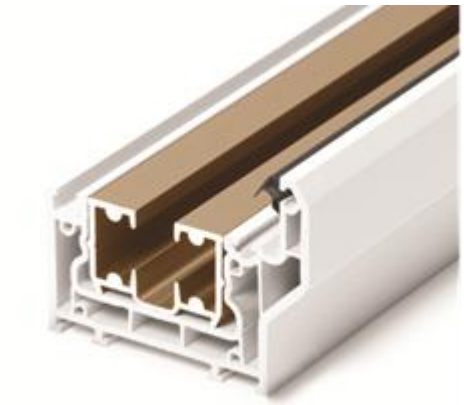
- Patent pending design for removing the need for a dummy mullion, creating a much more aesthetically balanced frame. Dummy mullions have always been an issue with PVC-U bi-fold doors because it creates unequal sightlines and a bulkier looking frame (historically they were needed to house the door locking mechanism).

- Moved the gaskets inboard on the profile – a patent pending design that conceals unsightly black gasket lines when the doors are opened

- Gaining BS6375 and PAS24 addresses homeowner security and performance concerns, whilst a U-value performance as low as 1.3Wm²/K, or triple glazed which achieves a U-value of 0.9Wm²/K, meets the latest thermal performance requirements.

- Double patents pending on a unique new D-handle that incorporates an anti-mishandling feature to prevent the shoot bolts from being accidentally engaged when the door is open - the number one cause of rectification call outs with bi-fold doors and which results in damage to the door and floor coverings.

- The D-handle – design rights protected – also allows the doors to fold back flatter giving a 90 per cent clear opening.
- Adjustable butt hinges and keeps make installation quicker and easier
- Stepped slim outer frame reduces the amount of plaster cutback required on site
- Hardware contained inside the frame, again for easy installation
- Enclosed anodised aluminium roller track adds both security and stability in operation, so the doors glide open smoothly and effortlessly.
- Integral anti-jemmy pins in the top track, preventing the doors being levered by force from the outside – another security feature



Stepped slim outer frame means installers don't have to cut back as much plaster



The stylish and patented D-handle allows the doors to fold back flatter giving a 90 per cent clear opening





Avoiding the need for a dummy mullion creates a much more aesthetically balanced frame

Communicating the USP's - Press articles


Professional
BUILDER
Green is good!
Homing in on the latest technologies
Getting materialistic


folding sliding doors
Outside in




PROFESSIONAL
HOUSEBUILDER
& PROPERTY DEVELOPER
Energy
Timber FSC
Groundworks & drainage


sales & marketing
Let there be light


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Communicating the USP's - Consumer competitions

Eurocell adopted an innovative approach to pulling product through fabricators with a competition to 'win a bi-fold door worth over £3,500' in the two key self build titles – Homebuilding & Renovating and Grand Designs magazines.

This approach generated 615 'opted in' enquiries from homeowners who were considering installing a bi-fold door (at an average installation value of £3,500, this represented a total enquiry value of £2.1m). These enquiries formed a valuable database that Eurocell continues to use for sending out regular, targeted communications via email.

Contacts which become live enquiries are referred onto local Eurocell fabricators as part of its 'pull' strategy and the company's commitment to support its customers.









Stage 3. Marketing communications campaign – Many Aspects (Jun-Dec)

Online
Online tools were the hub of the campaign during the launch. Social media (Facebook, Twitter) were used to announce the product, promote the PR competitions and provide Aspect news updates. Facebook advertising targeting users interested in home improvements supplemented news feeds.

Sector-specific pages (consumers, specifiers, trade) were created on the main Eurocell website, along with the consumer and installation videos from the Eurocell YouTube channel in the relevant sections. Separate landing pages were created for Google PPC ad campaigns and SEO work was carried out for bi-fold door-related keywords.

Direct marketing
Separate specifier and trade mailings were produced in-house and distributed to 12,000 installers, housebuilders, architects, plus select prospect fabricators to support the launch.

Mailers were sent out on a weekly programme and followed up with outsourced telemarketing calls. These calls were prioritised according to most likely immediate need, starting with installers. Mailers carried specific web landing page, 0800 and DVD request calls to action. Given the culture of construction industry tradesmen, direct marketing had a central role to play in the product launch, since many have yet to fully embrace new media.

a) Trade fabricator mailer
Based on an in-house developed creative approach of 'WOW & HOW', the mailer was sent out in the initial stages of the launch to give fabricators a 'Sneak Peak' of Aspect.



b) Specifier mailer



12,000 mailers deigned in-house by Eurocell were sent out to Architects, Housebuilders, Property Developers, General Builders and Installers:

c) Product cards
Product cards appeared in key industry magazines.



Trade Press Advertising
Media plans were produced for all key target sectors – Fabricators, Installers, Housebuilders, Architects - with the creative message tailored for each audience, including special three-page gatefold artwork for the first fabricator insertion, for maximum impact (again developed in-house by Eurocell). In total 34 ads have been run to date. Again, each sector had a dedicated Aspect landing page online as the call to action, which along with campaign-specific 0800 telephone numbers enabled the marketing team to monitor performance accurately.

Advertising and direct mail activities have generated 849 enquiries to date and the campaign as a whole has produced over 2,400 enquiries, delivering the £2.75m sales figure for Eurocell.

