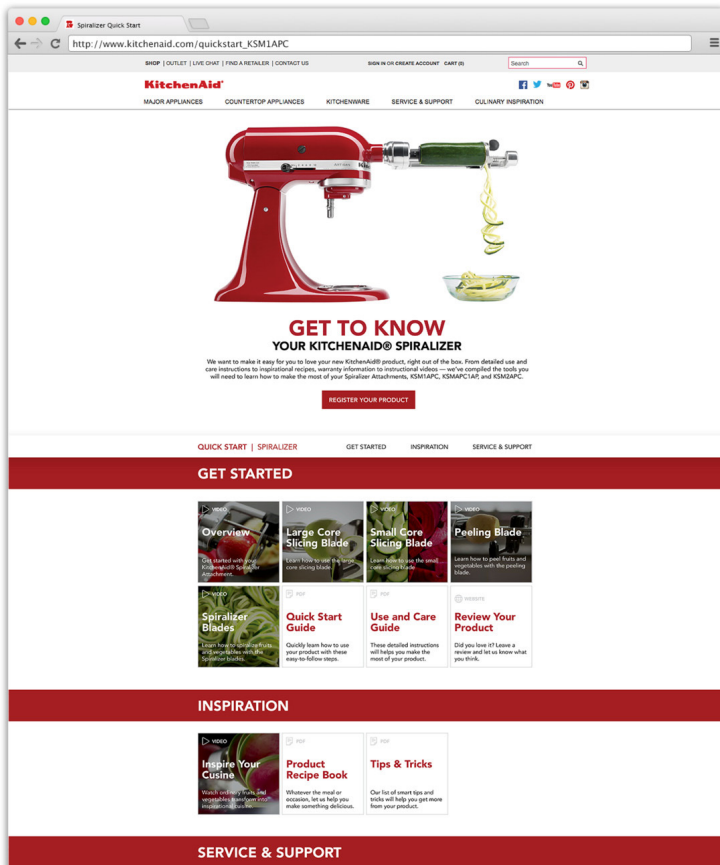




AN OUT-OF-THE-BOX EXPERIENCE



KitchenAid®

JohnsonRauhoff developed print materials and a product-specific website for a unified brand presence across all consumer touchpoints, creating a dynamic postpurchase user experience model that exceeded expectations.





KitchenAid®

ABOVE ALL ELSE, RESULTS®

SITUATION

KitchenAid was preparing to launch a new Spiralizer attachment for the iconic KitchenAid® stand mixer and wanted to maximize the customer's postpurchase experience.

OBJECTIVES

- Improve the customer's first experience with the product
- Reduce service calls and return costs due to customer questions or dissatisfaction with the product
- Build brand loyalty through an improved experience

STRATEGY

- Analyze key consumer touchpoints for product information and how customers search for solutions
- Review opportunities to establish ongoing and repeated customer engagement
- Create a digital space with the flexibility to grow that can be applied to other products while maintaining a consistent, intuitive UI/UX design

TACTICS

- Using UI best practices, develop a new format for the printed documents with simplified content and clear navigation, supported by a clean design that supports the brand's look and feel
- Establish a product-specific website that contains helpful information as well as opportunities to take the user experience to the next level, all within an easy-to-navigate page

RESULTS

- The Spiralizer launch greatly exceeded forecast sales volumes and continues to be a top seller
- The approach was so well received within KitchenAid that it became a standard launch element for all of their new small appliances
- The initiative received a 2016 Distinguished Award in a regional competition for the Society of Technical Communication, as well as a 2016 International Award of Excellence, standing out in its field due to its effective blend of print and digital communications, ease of navigation, and visual appeal

