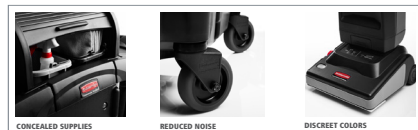




EXECUTIVE SERIES LAUNCH



Through new photography direction and the development of an upscale branded presence, JohnsonRauhoff provided Rubbermaid Commercial Products with the sales and marketing tools needed for a successful launch of their new Executive Series™ product line, helping them in securing lucrative partnerships within the hospitality and luxury cruise industries.



EXECUTIVE SERIES
ELEVATE YOUR IMAGE TODAY
 LEARN HOW AT RUBBERMAIDCOMMERCIAL.COM

Introducing a sleek, new line of cleaning solutions designed to blend into any environment with discreet colors, reduced noise, and concealed supplies. Upgrade today and experience the evolution of clean.

© 2015 Rubbermaid Commercial Products, Inc. | 1-800-347-9999
 © 2015 Rubbermaid Commercial Products, Inc. | 2015 JohnsonRauhoff, Inc. 00-000



SITUATION

Rubbermaid Commercial Products (RCP) needed a wide range of sales and informational materials to kick off the launch of Executive Series, their new line of upscale products.

OBJECTIVES

- Establish unique, upscale brand look and feel for new Executive Series line
- Develop suite of sales support materials to launch new product line, including brochures, sell sheets, and catalogs, as well as an Executive Series-branded launch kit

STRATEGY

- Review planned product offering for unifying themes
- Analyze needs and concerns of target customers
- Identify and address best communication paths, including print, digital, and video
- Establish a unique and consistent brand identity that works effectively within the RCP brand

TACTICS

- Developed unique Executive Series logo and graphic elements
- Developed category brochures focused on target industries such as hospitality and property management, as well as sell sheets and print ads focused on product groupings
- Developed an e-campaign, including email blasts, web banners, online video, and a digital launch kit
- Created trade show display elements highlighting the new products and categories for select distributors
- Developed creative guidelines to ensure all future pieces remain consistent with brand image and advertising
- Established unique look of products through new photography direction—products shown on white background, family groupings, etc.—taking photography to a new level

RESULTS

- Partnerships secured with Hilton, MGM, Best Western, and Royal Caribbean Cruises
- All but Hilton are new customers and properties for RCP

