

## **Success Story: Hy-Lite Windows**

Window Sales Increase with Award-Winning Brochure & Web Site

**“What I like about WideSpark is that they are a full service agency; they work on a single project and will also give you direction and ideas about your total marketing program.”**

Bruce Oellerich, Marketing Manager

### **Read more to learn how . . .**

- > Award-winning brochure impacts company and brand
- > New Web site increases sales and customer satisfaction
- > Balance of campaign rolls out at 2007 IBS show

### **Scope of Work**

- > Branding Standards
- > Naming & Trademarks
- > “How-To” Advertising Campaign
- > Kitchen & Bath Idea Book
- > Trade Show Booth Graphics
- > Web Site & “Build-a-Window” Online Store
- > Web Banner Ads

## **Previous Success Lands New Account for WideSpark**

Hy-Lite was previously owned by Strategic Business Resources (SBR), a group comprised of five companies. The same in-house creative agency served all five. Hy-Lite was the smallest in the group and the agency generally addressed its marketing needs last.

The need for quality marketing materials along with the inability to get them in a timely fashion led Bruce Oellerich to hire an outside agency. His decision to hire WideSpark resulted from his experience working with them for over 14 years at another company.

**“Another thing that always impresses me about WideSpark is that they understand the different approach necessary when marketing to a homeowner, contractor and architect,” said Bruce Oellerich.**

## **Integrated Campaign Begins with Award-Winning Brochure**

WideSpark has created numerous collateral materials for Hy-Lite including a Kitchen & Bath Idea Book that was introduced at the Kitchen & Bath Show in Chicago, 2006. The effect of the brochure was dramatic and continues to be felt today. In fact, the Kitchen & Bath Idea Book won two awards in the 2006 MarCom Creative Award Competition: a Platinum Award for "Brochure/Business to Consumer" and a Gold Award for "Design/Brochure". This prestigious award recognizes WideSpark's unique vision and their ability to target individual audiences within the Home Products Industry.

In addition to their work on Hy-Lite's collateral materials, WideSpark envisioned and developed the current Hy-Lite Web site [www.hy-lite.com](http://www.hy-lite.com). Recognizing the need for a more user-friendly and image-conscious site, major work on design, messaging and functionality was performed. Downloadable literature relating to products and installation, an on-line Product Gallery, and a "Build-a-Window" online store were all added for users' benefit. The site entry also allows the user to choose which unique customer type they belong to and access specialized content for their needs. The Web site is experiencing a dramatic increase in traffic and the on-line store paid for itself in two months.

All projects designed by WideSpark feature a common look-and-feel, as well as marketing synergy. WideSpark also created Hy-Lite's new tag line: Brilliant Ideas for Home.

## **Customer Satisfaction a High Priority in Home Product Sales**

WideSpark continues its work on Hy-Lite's integrated marketing campaign. Work in progress includes trade show booth graphics, additional collateral materials, and a point-of-purchase display.

### The Results

- > A larger, more targeted presence on the Web
- > Ability to sell products on-line quickly and efficiently
- > Increased sales
- > Happier consumers

**"Rick [Rick Moser, WideSpark President/Creative Director] is always thinking about your entire marketing program. He'll shoot me an e-mail out of the blue with an idea and I'll think, hey, that's pretty good. He can see where it is going and advise you on aspects from branding to Web, print and point-of-purchase," said Bruce Oellerich, Marketing Manager.**