

Success Story: Seigle's

Brand-Update Campaign Rebuilds Image for Building Materials Supplier

"Image is everything and the look we had did not match our #1 position in the market. WideSpark created a comprehensive look that got us noticed by customers."

Mark Seigle, President

Read more to learn how . . .

- > New user-friendly Web site increases traffic
- > Re-branding campaign repositions Seigle's in marketplace
- > Creative process leads to win-win proposition for vendors

Scope of Work

- > New Web Site
- > Product Catalogs
- > Re-tooled Logo and Tag Line
- > Newspaper Inserts
- > Trade Advertising Campaign
- > Fleet Graphics
- > E-Newsletter

Brochure Project Leads to Branding Update Campaign for WideSpark

Seigle's Inc., the premier building materials supplier in the Chicago area, initially asked WideSpark to create a new capabilities brochure. Seigle's officials were so pleased with the completed brochure that they retained WideSpark to tackle a much larger project – updating their entire company brand.

In the past, Seigle's had created materials for two unique audiences, consumers and contractors, yet the look-and-feel did not complement one another. Furthermore, their collateral material did not support their image as the biggest and best supplier.

"We didn't realize how bad our collateral was until we saw what the team at WideSpark could do. Rick Moser [WideSpark President/Creative Director] explained to us how important it is to have a complete look and then showed us what needed to be done to create one for Seigle's," said Michael Kauchak, Marketing Manager.

New Web Site Sets Tone for Brand Renovation

Creation of a new user-friendly Web site was key to Seigle's re-branding. Seigle's officials requested the new site draw on the Windows theory of drop down-menus for navigation. This resulted in a cleaner looking site that is incredibly simple to navigate. WideSpark implemented the drop-down menus, created a new look-and-feel that complements the balance of Seigle's marketing communications, and reorganized site content according to Seigle's unique customer types.

As a vendor-based company, Seigle's also wanted to use the Web site as a tool for its partners to push their products. WideSpark created spaces on each page for vendor banner ads that relate to each page theme. Seigle's sold the spaces to vendors through their co-op program, funding the Web site and giving vendors an opportunity to promote their products.

Upgraded Brand Reinvigorates Company and Customers

As part of the mission to revamp the brand, WideSpark first evaluated Seigle's branding elements. Recognizing the existing logotype, color and tag line were key to customer identification and still aligned with Seigle's go-forward position, WideSpark retained them and eliminated a cumbersome symbol that had been created by a previous agency. This resulted in a cleaner look and re-established the company's 125-year history as link between builders, contractors and building supplies. New product brochures, trade advertising campaigns, fleet graphics, e-newsletters and consumer ads all bear the same clean design and color palette, reinforcing the brand among all audiences.

Once the branding upgrade and new Web site were launched, Seigle's noticed an immediate increase in Web site visitors and for the first time began to get feedback directly from customers online. Additionally, perception of the company shifted from a supplier of building materials to a total value-added resource for the construction industry.

The Results

- > Large increase in Web Site users
- > Better positioning of brand in marketplace
- > Continuity between print and Web marketing
- > Happier vendor partners

"One of the greatest things that grew out of this initiative was that Rick and his team made us think about the company as a whole and our unique selling propositions. By doing that, we learned many things that have helped us further refocus our marketing efforts," said Mark Seigle, President.