

BRAND IMPACT

THE RESULTS OF OUR WORK

Brand
Trust

BRAND STRATEGY
CONSULTANTS

With intelligent
Brand Touchpoint
Management
to global
Star Brand

The Stabilo Case



Competence



Fast Moving
Consumer
Goods

1 → The challenge

The STABILO case is a poignant example of how a clear brand strategy and consistent brand touchpoint management can help a company to achieve profitable growth and clearly differentiate from the competition in a fiercely competitive market.

Many enterprises that produce fast-moving consumer goods suffer from the typical manifestations of saturated markets: high competitive pressure and a fierce pricing war.

Lack of differentiation at the PoS

The office supplies industry is no exception: It is characterized by intense competition and low differentiation. Because products are largely interchangeable, consumers frequently make their purchasing decisions at the PoS based on price. They do not investigate the individual offers and check alternatives, simply because the purchase is not important enough.

The manufacturer of writing utensils STABILO experienced this effect. Although the global company from Bavaria enjoys a high degree of awareness and attractiveness – because of their history and outstanding product quality – competitive

DIGITALIZATION



Of Necessities &
Chances
...

advantages began to dwindle around 2011, both within their core markets and outside. More and more competitors were copying the brand. It became clear: If STABILO did not react, there was a very real chance the brand would slip into interchangeability.

Digitalization will change the office supplies industry

Another factor causing uncertainty at STABILO was digitalization, which permeates all aspects of consumers' lives. What will be the role of office supplies manufacturers in the future? One of the pivotal points of our brand work was therefore to use digitalization to our advantage: STABILO needed to use it to build customer relationships and make their way from a retail-oriented brand to a customer-oriented brand.



2→ *The Strategy*

In 2011, STABILO decided to enlist our help with fighting loss of attractiveness and facing the challenges of the market. The brand's desirability and competitiveness had to be boosted. To that end, we worked together to take the brand strategy to the next level.

One of the changes: STABILO now focuses on the “creative class” – on women, mothers, children, and teachers – and helps them to express themselves and unleash their creativity with outstanding products, many years of experience, and good customer care.

„Being Colorful“ – together, we defined that mission to be STABILO's highest standard. STABILO now strives to be “colorful” in everything the company does – even beyond their products. The manufacturer of writing utensils aims to thrill consumers at all brand touchpoints with playful and creative ideas.

BSTABILO is particularly determined to take advantage of the opportunities digitalization offers: Going forward, they will react quickly to customer needs, which are changing constantly. With highly communicative channels (such as social media) and business models (such as co-creativity), the company is building close relationships with consumers – to become less dependent on the retail sector. →



THE THEORY



The theory of the Creative class

is an economic theory stipulating that the creative minds of a society and the innovation they create are essential for the economic growth of regions.

THE STRATEGY IN DETAIL

Brand Touchpoints as conveyors of values 

3.
Express

DIE MARKENREGELN
VON STABILO

Colorful - Are we able to explain what is colorful?

Pen experts - Do we prove our peak performances or scientifically accepted concepts?



Digital - Do we link the analogue and digital world?

Creative attitude - Does it care for the creative class' attitudes and values (individuality, performance, creativity, networking)?

Care - Are we on par with our customers and do we enable them to express themselves?

2.
Condense

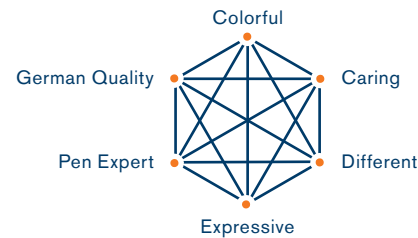
MARKENPOSITIONIERUNG
UND EIN-WORT-WERT

STABILO
the most desired pen-brand
that cares to express yourself with colors

COLORFUL

1.
Identify

DIE MARKENKERNWERTE
VON STABILO



Peak Performances

3 → *The Implementation*

After the relaunch of the brand strategy, the actual work started in 2013: the effective implementation. Even today, BrandTrust supports STABILO in bringing the brand strategy to life in the entire enterprise and making it tangible on the outside.

The first step was the establishment of a worldwide brand ambassador network. Nearly 40 individuals were selected for the task: They are to dedicate between ten and 20 percent of their work time to the brand, the design of brand touchpoints, and the multiplication of brand knowledge throughout the entire organization. The brand ambassadors were chosen based on their enthusiasm for the topic of branding and their eagerness to tackle the new responsibility. It was very important to select individuals who are very well networked within the organization and who cover all countries and corporate units. It is the only way to guarantee the successful implementation of the brand strategy.

A brand has to be tangible to customers, employees, and partners at all brand touchpoints. So after some initial intensive training with brand coach Ulli Wittig – the brand ambassadors launched a systematic brand touchpoint management system in 2014:





„STABILO is and acts ‘colorful’.
The strategy developed by BrandTrust
and their support with brand touchpoint
management *gave us the right impulse.*“

Horst Brinkmann,
Board of Management,
STABILO International GmbH

170

actively
managed brand
touchpoints

For the management system, we first collected, prioritized, and documented about 170 touchpoints – based on market research data and corporate experience. Since then, these touchpoints have been analyzed once a year, both internally (by the brand ambassadors) and externally (by BrandTrust). This way we can evaluate to what degree the brand rules and thus the claim of the brand are fulfilled. For this task, we always put on the “customer glasses” and afterwards discuss how the brand touchpoints can be optimized and developed.

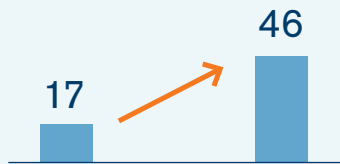
The goal is always to better convey the brand STABILO and particularly its one-word equity “Colorful”. Since 2014, our joint efforts have let us increase the proportion of brand touchpoints that fulfill all brand rules from 17 to 47 percent. That means they offer outstanding brand experiences and a higher degree of differentiation in the market.

In order to develop the brand beyond the touchpoint management routine as well, STABILO organizes global “Brand Ambassador Days” twice a year. At these occasions, those involved from all over Europe, the board of management, and BrandTrust get together to discuss brand relevant topics and the development of new measures. Internal and external talks bring in fresh inspiration. The same event is then held with the Asian colleagues.





KEY FIGURE



Increase of brand-compliant brand touchpoints in percent

since 2014



The new headquarters is a masterful example of architecture that transports the brand from the inside to the outside.

By establishing the global brand ambassador network, which drives the implementation of the brand strategy and systematic brand touchpoint management, STABILO's revised brand strategy was brought to life. The defined goals, such as the increase of attractiveness and development into a Star Brand, were achieved.





The Brand Ambassador Set translates “colorful” in a playful and creative way.



4 → *The Results*

Consistent growth:

Since 2008, STABILO has continuously increased their revenue from writing utensils, and in 2016 reached a record result of €185.2mn (+9.1 percent compared to 2015).

Star products:

With the star products BOSS, Point 88, and Pen 68, STABILO is known across the globe and market leader in the EU. The BOSS has been sold more than two billion times. Supported brand awareness is at 83 percent, almost twice that of competing products.

Assertion of a price premium:

Thanks to consistent value expression at all brand touch-points, STABILO has asserted a substantial price premium – despite saturated and competitive market conditions. With the Pen 68, STABILO achieves a price premium of 184 percent over the top 3 manufacturers in Europe, with the BOSS the premium is 128%.

THE EVIDEN -

184%

Price premium
of the Pen 68 over the top
3 manufacturers in Europe



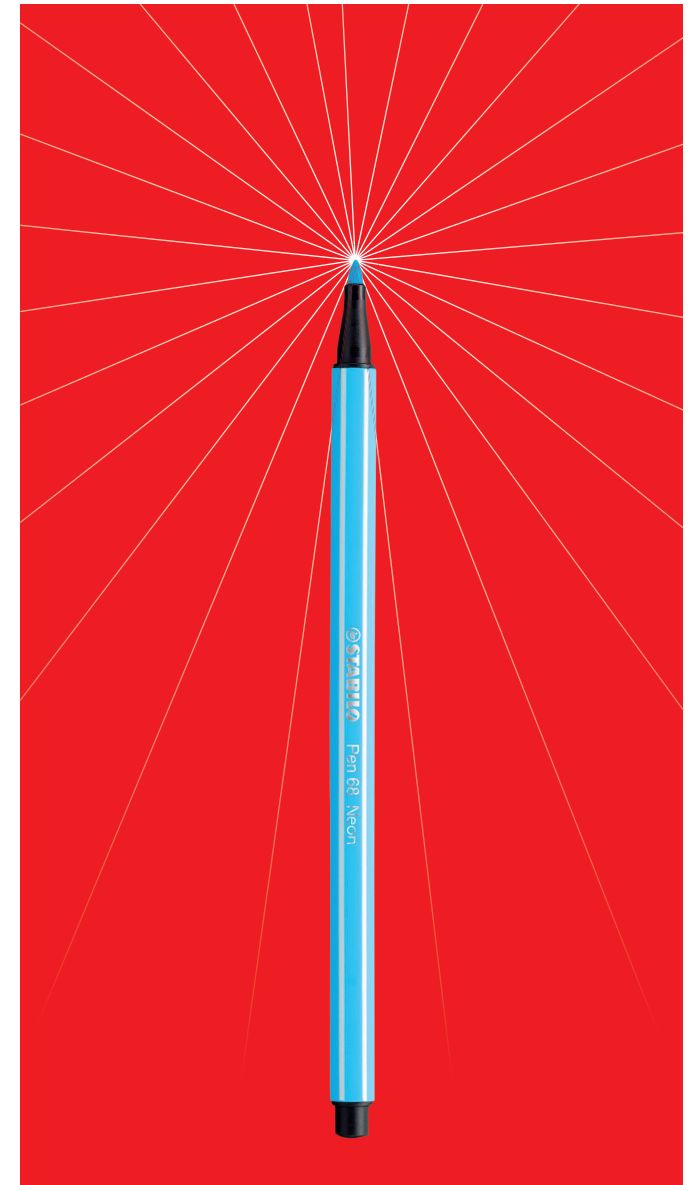
Star products

with highest awareness

Revenue increase

+9,1%

Compared to 2015:
Record results!



THE EVIDENCE



The brand touchpoints live the mission “Colorful”

more than

2,5 mn

fans with high interaction rate on Facebook alone

Brand experiences at the brand touchpoints:

Unique experiences at the most relevant touchpoints make sure that the mission “Colorful” is experienced – by consumers, employees, and partners. The corporate headquarters and the local offices shine in bold colors. The STABILO trade show booth stands out from a distance with its colorful and interactive design. Even the new HR video demonstrates the colorful corporate culture, where diversity and creativity are a matter of course. The touchpoints also now strengthen the brand, as for example the STABILO Colorland.

Development into a consumer brand:

STABILO made the transition from a retail-oriented brand to a successful and independent consumer brand: with increased focus on the end customer, content design for the target group “creative class”, and the successful use of new touchpoints – such as the social media channels. On Facebook, STABILO now has 2.5 million fans, achieves a high interaction rate, and leaves the competition in the dust (for comparison: Faber Castell has 260,000 and STAEDTLER 570,000 fans)*. STABILO thrills their fans on Facebook, there is a lively exchange going on. The average engagement rate is 5 percent, which is enormous compared to other companies (between 0.5 and 0.99 percent). ■

ABOUT BRANDTRUST



BrandTrust is the leading management consultancy for effective brands

With our profound understanding of brands and our experience gathered in over 1,000 brand strategy projects over the past 14 years, we enable our customers to see their brands with fresh eyes, and use it to unlock undiscovered business potential. We help enterprises to turn their superior performances into outstanding brands, and show them how they can achieve meaningful growth in saturated markets. The only way this can succeed is if the value of a performance is conveyed to the customer’s perception at the brand touchpoints and turned into appreciation.



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