

Case Study: Transformative Rebranding and Audience Segmentation



Background

The Geotextile market is expected to exceed \$12B by 2024. The opportunity for TenCate is global. And the impact for TenCate Geosynthetics, both in intentionally building its brand in the US and globally, and scaling market success, will be to drive and position TenCate Geosynthetics (and Mirafi and/or other targeted product brands) as the Market Definer in its space¹. The results would be both significant increases in brand equity and brand valuation, and increases in market adaption and penetration as the TenCate Geosynthetics brand story and its product impact becomes much more widely known among customers and influencers.

Challenges

- A general lack of customer knowledge about the benefits and points of difference of the Mirafi® H2Ri solution
- Customer and specifier hesitancy and skepticism about products true value, applications, and usage
- Mirafi® H2Ri story was complex and technical feature-focused - had to be clarified and simplified
- Focus on cold-weather-only applications - need to shift to much wider range of solution conditions
- Innovative solution was priced higher than other more commodity-based geotextiles

Approach

Developed Digital Transformation Story, Strategy, and Systems (3S) Playbook:

- Created a brand story and marketing messaging that truly reflected the innovative and revolutionary nature of Mirafi® H2Ri
- Recast the brand narrative around the solution, removing or lightening much of the engineering-heavy technical terminology and jargon typically associated with such items
- Introduced a reimaged visual style guide so that Mirafi® H2Ri could be seen in a new and simple way
- Facilitated alignment between salespeople and marketers had an easy reference point for maintaining brand consistency and clarity
- Established a new customer continuum - defining each customer type as a "persona" (e.g. Specifier Sammy, Distributor Danny, Contractor Charlie, Private Sector Paula, Public Sector Paul, etc.)
- Executed digital marketing strategy and managed the rollout of the digital advertising program



Result

- In just the first few months of the initiative, the new messaging strategy was an enormous success. Not only did it impact the sales of Mirafi® H2Ri, but it ultimately represented a comprehensive company-wide shift in how all new solutions are marketed and sold.
- Exceeded goals for digital campaigns - generated significant brand awareness through Google and LinkedIn display ads in targeted markets
- CTR metrics achieved for first campaign:
 - .67% for LinkedIn (as opposed to an industry average of .025%)
 - .78% for Google display (as opposed to an industry average of .46%)