

# CLIENT CASE STUDY



## POSITIONING & LAUNCH CAMPAIGN

### BACKGROUND:

- Company – American Seating is one of the oldest commercial seating manufacturers in the U.S.
- Products – The company was primarily known for its reliable “fixed” seating products in the education market
- New Product Line – The company was introducing the Us Chair – a new family of “loose” seating products intended for use in other markets beyond education



### CHALLENGE:

- Awareness – To raise awareness of the new Us chair with designers and architects in new vertical markets outside of education
- Positioning– To “reposition” American Seating as a company with stylish, well-designed products
- Messaging – To reinforce the message that American Seating offers both fixed and loose seating solutions

### STRATEGY & EXECUTION:

- Leveraged the chair’s designers – Jeff Weber and colorist Laura Guido Clark– by creating a Fact Sheet, Q&A and assistance with interview video
- Piqued key media’s interest in the chair by sending photography and media materials in advance of the industry’s biggest trade show, NeoCon
- Scheduled media appointments with editors during NeoCon to meet with Weber, Guido-Clark and company president
- Applied content from NeoCon press kit (photography, etc.) to collateral pieces, award submissions, a microsite and customer newsletters
- Developed Talking Points and message training for executives and sale reps to ensure consistent brand messaging during NeoCon

### RESULTS:

- Buzz – Generated onsite social media buzz for company during NeoCon
- Awards – Received awards with *Metropolis*, *Interior Design* and GOOD DESIGN
- Exposure – Secured media coverage in virtually every major design magazine, including a cover profile and feature story in *Architectural Products*
- Sales – Helped increase sales requests and orders
- Brand – Brand now viewed as more contemporary and diverse with well-designed products in several markets



Front Cover

INTERIOR  
DESIGN

METROPOLIS

“EDITORIAL COVERAGE  
GENERATED 4X ROI”

