

# CLIENT CASE STUDY



## EXECUTIVE POSITIONING & PRODUCT LAUNCH

### BACKGROUND:

- Renaissance Tile & Bath is a leading luxury tile and bath retailer
- Company needed to differentiate itself in this highly competitive market
- President David O'Neil, not a product designer by background, had developed a new luxury tile line called "Nest"

### CHALLENGE:

- To develop a marketing campaign that would serve three purposes:
  - Support the brand and sales goals of Nest
  - Position O'Neil as an emerging product designer
  - Increase awareness for Renaissance Tile & Bath as exclusive "provider" of Nest



### STRATEGY & EXECUTION:

- Created an integrated "Thought Leadership" PR and marketing campaign
- Developed a highly sophisticated press kit containing:
  - Stylish installation and product photos, as well as shots of O'Neil
  - Background on O'Neil as a businessperson and designer
  - Design Vision Q&A for Nest
  - Product press release and fact sheet
- Conducted a NYC media tour, meeting with leading national home and design editors
- Instituted quarterly "design trend articles" from O'Neil distributed to national, regional and local consumer and design trade media
- Developed communication materials for the company's showroom managers to assist in selling the new tile line

### RESULTS:

- Exceeded sales expectations within 18 months, surpassing \$1 million in revenue
- Unprecedented media coverage: Nearly 10 million media impressions generated via:
  - HGTV
  - *House & Garden*
  - *Kitchen + Bath Business*
  - *Veranda*
  - *Interior Design*
  - *Atlanta Magazine*
- Trend articles picked up in newspapers, magazines across the country
- O'Neil seen as burgeoning designer
- Increased awareness of Renaissance Tile & Bath brand

nest™



**"THE PUBLIC RELATIONS RESULTS EXCEEDED EXPECTATIONS, GENERATING UNPRECEDENTED MEDIA COVERAGE."**

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