

CASE STUDY

B-to-B Restage

CLIENT:
BKI

PROGRAM:
New Corporate name and logo

COMMENTS:
Culminating its year-long corporate re-stage, BKI was recognized as the "Manufacturer of the Year" by the category's leading trade association.

CLIENT:

BKI – a leading international manufacturer of food-service equipment including rotisseries, fryers, cook & hold ovens, display cases and merchandisers.

PROGRAM:

A multifaceted marketing effort to introduce the company's new corporate name/logo and positioning. The re-stage strategy consisted of several key components, including trade relations, distributor relations, print collateral development and media relations.



PR OBJECTIVES:

- Develop a new corporate identity to represent a progressive and innovative food-service equipment manufacturer
- Introduce the new corporate logo and first new product under "BK I" name to target audience at trade shows and through key trade publications
- Enhance customers' perception of the company - bridging the gap between recognition of the original company name/reputation and the new company name with an expanded line of products and services
- Create quality marketing material and advertising that supports the company's new image

PR RESULTS:

- Documented record-breaking sales during the months following the introduction of the new name/logo
- Extensive editorial media coverage of new product introduction and new company name/logo
- Increased brand awareness and name recognition among target audience
- Saturated customer-base and key prospects (in both national and international markets) with marketing support materials further building awareness of company and its product and services

