

AUTO X-RAY case study

category
CONSUMER BRANDING

Auto X-Ray, manufacturer of automotive diagnostic tools, was ready for a brand makeover. In addition to promoting features and benefits, it wanted to cultivate a closer relationship with customers. The brand would be built on the most exciting aspects of the company's products. We assumed this would have something to do with all the cool functionality and cost savings. Good thing we didn't settle on our initial assumptions.

Seeing through to the end user.

Auto X-ray tools are used by professional mechanics as well as do-it-yourselfers. The new brand would have to appeal to both markets. To identify the right messaging, we went to the source - the users themselves. We organized one-on-one and group sessions and encouraged loyal customers to speak out. This became a real lesson in listening. To our surprise, our consumer research revealed it wasn't the products' extensive capabilities or their superior affordability. It was their simplicity that users really loved. Whether it's cell phones or kitchen appliances, no one likes struggling with complex gizmos anymore. And so the SIMPLE brand was born.

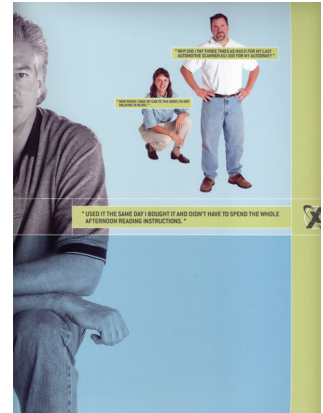
One Year to simplicity.

During a year-long process, the SIMPLE brand was rolled out through packaging, point-of-purchase, advertising, trade shows, PR, Web and even the design of the new generation of tools.

This branding opened the way for key partners with larger players like Snap-On and Jiffy Lube. In addition, it proved an excellent platform from which to offer the company up for sale. A substantial offer has recently been accepted. **SIMPLE.**

see the work

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