



“Brainstorm’s solution elevated the GE brand in the highly competitive phone market so much we had retailers demanding nearly triple their original forecasts.”

Jai Massela GE Communications Marketing Manager, Atlinks

Shelf placement of GE 2.4GHz phones at retail increased as much as 30% over projections as a result of retailers’ positive embrace of the product, and its new branding and positioning.

Challenge

When GE unveiled its 2.4 GHz phone series in a highly competitive market, the company sought a packaging solution to highlight the product’s sleek design and intended function. Differentiation was the critical element and to ensure success GE turned to Brainstorm.

Brainstorm approached the project with an understanding of large-scale product lines, familiarity with consumer electronics, sensitivity for corporate brand management, and innovative marketing experience.

Solution

The answer was a packaging system that maximized the visual impact at the point of sale. A lifestyle panel and product panel were introduced in a simplified design that provided visual relief among other consumer choices. Solid purple, silver, and yellow colors on the product panel supplied alternating retail display options while the lifestyle panel targeted a specific and approachable consumer demographic. The result was a solution that maintained the familiar GE standard of quality

and introduced the line within an innovative graphic environment.

Results

Brainstorm’s innovative packaging system created the necessary product distinction desired by the client. The striking design arrangement took full advantage of the presentation and set the product apart among similar brands. The result was a consumer response that exceeded expectations and created demand that outpaced available levels of production. GE’s marketing efforts reached their full potential with the help of the collective expertise and experience found at Brainstorm.

Key Benefits

30% increase in GE product shelf placement

Elevated brand equity

Tripled retailer demand over original forecasts

Maximized brand standards for visual impact and differentiation

Developed highly successful product positioning strategy

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