

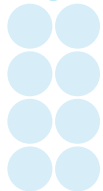
who?

D&K Group

fusion^{b2b}

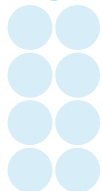


why?



D&K Group manufactures a variety of laminating films and capital equipment. However, a flurry of acquisitions and several new products combined to blur the company's identity. With critical industry trade show events approaching fast, D&K assigned FUSION b2b the task of developing and implementing a new marketing strategy to promote its brand identity.

how?



FUSION b2b initiated a market research and competitive benchmarking study to ascertain competitive positioning and messaging. A new brand architecture was established, along with a bold, new graphic theme and tagline. The result: The Perfect Finish campaign, using a popular auto racing theme to establish D&K as a performance and industry leader. D&K's brand makeover was executed across multiple media: advertising, sales collateral, trade show booth design, signage and premiums. Thanks to FUSION b2b, D&K group is poised to assume an aggressive new leadership position in the graphics market.