



who?

Omron

fusion<sup>b2b</sup>



why?



Omron Corporation North America is a leading manufacturer of electronic components, including advanced sensors for factory automation, health-care and automotive devices. With thousands of different products and several divisions, Omron's advertising lacked a coherent strategy and a consistent theme. In addition, Omron found itself being outspent by deep-pocket competitors such as Rockwell and Siemens.

how?



FUSION launched a research and benchmarking study to identify and test alternative positioning strategies that differentiated Omron from its competitors. The result—the "Solve It" campaign—using the tagline: "Omron. The Problem Solvers." Print ads featured application imagery and a virtual direct response offer—"Get It!"—that increased inquiries 2000% (measured by a new "Solve It" web site that captured registrations).

A corporate branding campaign titled "Omron Technology at Work" was also launched to reinforce Omron's industry leader position in key markets via *Business Week*, *The Wall Street Journal* and transit advertising. Together, the effective campaigns have transformed Omron Corporation into a global power brand.