who? USG Sheetrock

why?

USG Sheetrock seeks to leverage leadership in drywall and joint compound, and enter the drywall tools market. The only problem—the category is crowded with established and new competitors. Also, in addition to specialty distributors, retail (home center) channels are increasingly important volume drivers.

how?

FUSION engaged at the product development stage to assist in product strategy, branding, messaging and positioning. Focus groups generated insights that resulted in Sheetrock Tools brand preference. All packaging and merchandising were created in English and Spanish, targeting heavy user Hispanic contractors. A launch roll-out was expedited via a quarter-pallet display, promotions and field marketing.

The results, Sheetrock Tools have assumed market leadership.