

warne's solutions

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Integrated Communications — No.5

Creating a unique brand personality

CLIENT: Extrude-A-Trim

PRODUCT/SERVICE: Aluminum extrusions

SITUATION:

Extrude-A-Trim operated in a highly commoditized market where there was little-to-no differentiation between aluminum extrusion suppliers. The company had built up a positive rapport with customers over its 45+ years of operation, but faced difficulty standing out amongst a multitude of businesses offering identical products. Warne had been chosen as the AOR several years earlier to help the company break into the U.S. market and increase sales. Marketing programs had been successful, but Extrude-A-Trim now wanted to accelerate the level of growth in the US. Promoting the company based on their tangibles alone, such as vast selection and speedy delivery, would not be enough to differentiate them from competitors. Warne had to dig deeper to determine how Extrude-A-Trim could stand out.

OBJECTIVE:

To determine a unique way of positioning Extrude-A-Trim that would make them stand out from the competition, and ultimately encourage trial and purchase of their aluminum extrusions.

STRATEGY:

Develop a brand icon and unique creative style that could be incorporated across all marketing efforts that would differentiate Extrude-A-Trim from their competition.

TACTICS:

Developed a superhero character named Xtrudor to serve as the voice of the company. Extrude-A-Trim's key value propositions would be communicated through Xtrudor using a dialogue style typically associated with superheroes, and a new visual identity was developed that incorporated imagery typically used for comic books. The roll-out of the Xtrudor character began with a series of print ads placed in a prime industry publication in the US, and has continued since then in various marketing materials including wraps for the company trucks, direct mailers, pay-per-click advertising and integration into the company website.

RESULTS:

Prior to the roll-out of Xtrudor, sales had been increasing by about 10% each year. Over the first two years of implementing this campaign, **sales increased by over 30%**, while marketing expenditures remained on par with previous years. Xtrudor continues to be the voice of Extrude-A-Trim. [You can follow Xtrudor on Twitter here.](#)

