

Success Story: Hy-Lite Windows

Award-Winning Brochure and Website by Moser Opens New Doors

“What I like about Moser Design is that they work on a single project and will also give you ideas and recommendations for your total marketing program.” – Bruce Oellerich, Marketing Manager

Read more to learn how. . .

- Award-winning brochure impacts company and brand
- New website increases sales and customer satisfaction
- Moser is retained for balance of Hy-Lite account

Scope of Work

- New branding standards
- Naming and trademark design
- DIY advertising campaign
- Kitchen & Bath idea book
- Trade show booth graphics
- Website
- Banner ads

Previous Success Lands New Account for Moser

Hy-Lite was previously owned by Strategic Business Resources (SBR), a group comprised of five companies. The same in-house creative agency served all five. Hy-Lite was the smallest in the group and the agency generally addressed its marketing needs last. The need for quality marketing materials along with the inability to get them in a timely fashion led Bruce Oellerich to decide to outsource. His decision to hire Moser Design resulted from his experience working with Rick in a marketing manager position at another company.

“Another thing that always impresses me about Rick is that he understands different approaches are necessary when marketing to a homeowner, contractor or architect,” said Bruce Oellerich.

Integrated Campaign Begins with Award-Winning Window Idea Book

Moser has created numerous collateral materials for Hy-Lite including a Kitchen & Bath Idea Book that was introduced at the Kitchen & Bath Show in Chicago. The effect of the brochure was dramatic and helped Hy-Lite reposition itself for its target audience: female homeowners who wish to upgrade their existing windows. In fact, the Kitchen & Bath Idea Book won two awards in the MarCom Creative Award Competition: a Platinum Award for Brochure/Business to Consumer and a Gold Award for Design/Brochure.

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The new Hy-Lite Kitchen & Bath Idea Book created by Moser Design won multiple design awards and led to additional web, P.O.P. and video work.

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In addition to their work on Hy-Lite's collateral materials, Moser's team envisioned and developed the current Hy-Lite website. Recognizing the need for a more user-friendly and image-conscious site, major rework on design, messaging and functionality was performed. Downloadable product and installation literature, an on-line Product Gallery, and a Build-a-Window online store were all added to make it easier for Hy-Lite customers to order and install their own windows. The site entry page also allows the user to choose which customer type they belong to (homeowner, remodeler or architect) and access content created for their unique needs. The new website generated a dramatic increase in traffic and the on-line store created by Moser paid for itself in only two months.

All Hy-Lite projects designed by the Moser Design team feature a common branded look and feel. Rick's team also created Hy-Lite's new tag line: Brilliant Ideas for Home.

Customer Satisfaction a High Priority in Home Product Sales

Moser Design continues its work on Hy-Lite's integrated marketing campaign. Work in progress includes trade show graphics, additional print collateral materials and a point-of-purchase display.

The Results

- A larger, more targeted presence on the Web
- Ability to sell products on-line quickly and efficiently
- Increased sales
- Happier consumers

"Rick Moser is always thinking about your total marketing program. He'll shoot me an e-mail out of the blue with an idea and I'll think, hey, that's pretty good. He can see where it is going and provide recommendations ranging from branding to Web, print and point-of-purchase," said Bruce Oellerich, Marketing Manager.
