

Success Story: Seigle's Home and Building Centers

Brand Update Campaign Rebuilds Image for Building Materials Supplier

"Image is everything and the look we had did not match our #1 position in the market. Rick and his team created a comprehensive look that got us noticed by customers." – Mark Seigle, President

Read more to learn how. . .

- Rebranding campaign repositions Seigle's in marketplace
- New user-friendly website dramatically increases traffic
- Creative process leads to win-win for Seigle's and their vendors

Scope of Work

- New website
- Product catalogs
- Newspaper inserts
- Fleet graphics
- Sales promotions
- E-mail newsletter

Brochure Project Leads to Total Brand Update

Seigle's, the premier building materials supplier in the Chicago metro area, asked Moser Design to create a new capabilities brochure. Seigle's officials were so pleased with the result that they retained Rick and his team to tackle a much larger project – updating their entire company brand.

In the past, Seigle's had created marketing materials for two target audiences, homeowners and contractors, yet the look and feel did not complement one another, or their website. Furthermore, the design of their print collateral material did not support their image as Chicagoland's biggest and best supplier.

"We didn't realize how bad our collateral was until we saw what Rick's team could do. Rick explained how important it is to have a unified look across media and then showed us what needed to be done to create one for Seigle's," said Michael Kauchak, Marketing Manager.

Brand Update Starts With Branding Assessment

As part of the mission to revamp the brand, Moser first assessed Seigle's existing branding elements. Recognizing the logotype, key brand color and tag line had significant equity, still aligning with Seigle's go-forward marketing position, Rick retained them. He also eliminated a cumbersome symbol that had been created by a previous agency, which resulted in a cleaner, more upscale look that carries well across all media, including online.

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The new Seigles.com designed and built by Moser Design served as the foundation of Seigle's marketing communications and brand update.

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New Website Serves as Foundation for Brand Renovation

Creation of a new user-friendly website was the next step in the rebranding process. Seigle's officials requested Moser develop a cleaner looking site that was easier to navigate and better showcased their vendors' upscale product lines: doors, windows and cabinetry. The new website made it easier for customers to find their 11 Chicago metro locations. During discovery meetings, Moser helped Seigle's officials to organize their product offerings into groups that aligned with their four distinct target audiences: Production Builders, Custom Builders, Remodelers and Homeowners (DIYers). Moser then implemented drop-down menus, reorganized all content into categories, and implemented effective location maps. Rick then created a new website color and typography palette that is carried out through the balance of Seigle's marketing communications.

As a vendor-based company, Seigle's also asked Moser to recommend a way to use the website as a tool for its partner brands to better promote their new products. Moser created spaces on each page for vendor banner ads that relate to each page's content. Seigle's sold the spaces to vendors through their co-op program, which provided additional funding for the website.

Moser Design then rolled out the new look established in the website into Seigle's product brochures, trade ads, fleet graphics, e-mail newsletter, consumer and contractor ads. Once the new website was launched, Seigle's noticed an immediate spike in website traffic and for the first time in its history began to get feedback directly from customers. Additionally, perception of the company shifted from a supplier of building materials to a total value-added resource for the construction industry.

The Results

- Significant increase in website traffic
- Stronger positioning of Seigle's brand in marketplace
- Continuity between web and print marketing
- Direct feedback from customers
- Increased sales
- More strategic future marketing efforts
- Happier vendor partners

"One of the greatest things that grew out of this initiative was that Rick made us think about the company as a whole and our unique selling propositions. By doing that, we learned many things that helped us further refocus our marketing efforts," said Mark Seigle, President.
