

Case Study

Kalwall

Project: Daylighting+

Challenge/Objective

Kalwall Corporation, an industry leader in diffuse daylighting systems, sought EVR Advertising's expertise in creating a cohesive campaign, including media and creative development, that would showcase the brand as the premier choice for architects and engineers looking to optimize daylighting in their building projects. The main objectives of the campaign were to create awareness of Kalwall in popular trade publications as well as to garner lead generation through digital offerings from media publications.

Strategy

Given that digital elements are so trackable, EVR analyzed the success of different digital elements from past campaigns to optimize and add placements, including paid search, display, YouTube and LinkedIn, where it would be beneficial. However, knowing that clicks from digital elements for this type of brand have been minimal in the past, EVR knew it needed to focus on driving awareness through digital while incorporating strategies that would drive leads on which the sales team could follow up. New traditional publications were added and others were cut based on past performance results and opportunities to expand Kalwall's audience to include more construction and contractor firms as well as facility owners and managers. This included expanding further into educational opportunities, such as hosting market presentations and webinars on sustainable design through daylighting.

A fresh creative concept, Daylighting+, was created to demonstrate that Kalwall not only provides museum-quality daylighting™ in the buildings it adorns, but also benefits such as resilience, sustainability, flexibility and efficiency, plus many more. A new image-heavy website was also launched to highlight the beauty of translucent daylighting and the many benefits it offers, such as enhanced human productivity.

Media

A mixed media strategy was implemented to offer a full-funnel marketing strategy. This approach combined the power of both traditional brand-building media tactics and performance marketing through online digital channels, measurement systems and key performance indicators. The goal was to create a digital-first holistic marketing strategy that connected where customers spend their time.

An emphasis was placed on running Google Display Network and YouTube along with paid search and digital placements in online publications such as Engineering News Record, Retrofit Magazine and Architectural Record. The plan was rounded out with print ads in key industry publications for added traction. Post-campaign launch, the digital reporting data was constantly monitored, measured and modified as needed to improve conversion rate optimization.



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