

AEG
POWERTOOLS

**WHEN WE
SAY THEY LAST.
WE MEAN IT.**



Submission Title:

AEG POWERTOOLS Warranty Campaign

Industry/Sector:

Construction & Materials

Client Company:

AEG POWERTOOLS

Design Consultancy:

The Canopy Studio

Submission Date:

29 June 2017

For Publication

When we looked to extend our product warranty to the longest available on the market, we knew we needed to execute the implementation well to warrant the future investment. It was imperative that we were able to deliver a great campaign that was able to work over multiple platforms, from online and print, to POS and packaging.

Philip Welsh

European AEG POWERTOOLS Brand Manager

INCREASE SALES BY PROMOTING THE STRENGTH AND POWER OF AEG POWERTOOLS OVER AN EXTENDED WARRANTY CAMPAIGN.

The Canopy was commissioned by AEG POWERTOOLS to design and realise a multi-disciplinary campaign to promote their new warranty offer, with key emphasis on promoting the strength and confidence consumers can expect from AEG POWERTOOLS, increasing overall brand awareness within the power tool market and increasing sales and website traffic as a direct result of the campaign.

405%

INCREASE IN WARRANTY SIGN-UPS

21,000 sign-ups in Q1/Q2 2016 **vs**
106,000 sign-ups in Q1/Q2 2017

450%

INCREASE IN WEBSITE VIEWS

200,000 page views in Q1/Q2 2016 **vs**
1.1 Million page views in Q1/Q2 2017

12%

UPLIFT IN REVENUE*

2017 (Q1,Q2 YTD) **vs** 2016 (Q1,Q2 YTD)



6 YEAR
TOOL
WARRANTY

In a competitive market, AEG POWERTOOLS were seeking to stand apart from their competition. Proud of their service, and confident in the quality, performance and power of their tools, they made a bold statement – offering a 6 year warranty for power tools, and 3 year warranty for batteries.

The campaign needed to be visually exciting, but clear to customers what was on offer. It had to be attention grabbing and most importantly produce a return on investment. AEG POWERTOOLS wanted to increase their tool user database, and for more B2B consumers to see them as a key player in the power tool market.

The campaign was to encompass various mediums, but all had to include:

- Clear messaging to explain the 6 and 3 year warranty offer
- Confidence in both the brand and the product being purchased
- Striking imagery to support the offer
- An attention grabbing headline
- Easily translatable content to work across several markets



3 YEAR
BATTERY
WARRANTY

We needed to devise an attention grabbing strap line to run across all collaterals, and a consistent look and feel to pull the campaign together. The need for concise and clear messaging across the campaign was paramount. End users needed to understand the warranty offer clearly, have confidence in the brand and its products, and most importantly for the client, convert into sales and warranty sign-ups.

PROJECT START DATE:

November 2016

PROJECT LAUNCH DATE:

January 2017

PROJECT BUDGET:

£35,000

AEG

POWERTOOLS

Powering professionals since 1898, AEG POWERTOOLS has a proud heritage delivering high performance, innovative working solutions for professional tradesmen. They are market leaders in new product development, engineering power tools and batteries that are capable of performing in the toughest of conditions.

Such a dynamic heritage and dedication to quality and performance made AEG a highly appropriate fit for TTI when it acquired Atlas Copco's electric tools division in 2005. AEG also enabled TTI to strengthen its distribution and marketing reach across Europe.

Prior to joining TTI, AEG POWERTOOLS had been moving toward the positioning of a DIY brand but it has since been refocused to concentrate on the professional market. The impact of TTI's impressive capabilities in integrating product development and expanding operations has been ongoing since the first year that AEG POWERTOOLS joined the Group.

PEACE OF MIND FOR PROFESSIONAL USERS AND MARKET LEADING WARRANTY COVER FOR PROFESSIONAL POWER TOOLS.





EUROPEAN POWER TOOL MARKET

WORTH \$3.8BN IN 2016

Industrial channel figures excluding DIY brands

The European industrial channel power tool market was estimated to be worth \$3.8BN in 2016, up from \$3.6BN in 2015. As the industry grew, so too did competitors mixed messaging, cordless battery platform varieties and sub technologies, all offering more power, more runtime and more durability than the next.

Although AEG POWERTOOLS has a rich heritage, it couldn't be reliant on a large existing end user base of tradesmen to launch new technology to, with only a modest 2% market share in Europe.

In a competitive and overcrowded market place, it was becoming more and more restrictive to convey a unique but consistent message to customers and trade partners. This highlighted the need for a brand strategy that focused on values and commitment, not increased power statistics.

As the power tool industry shifted its focus to delivering cordless power tools that could perform applications previously only reserved for corded tools, the market place had become cluttered with mixed messaging. A clear and compelling message was needed to help promote the strength, power and durability of AEG POWERTOOLS without compromising its brand integrity.

Technavio's analysts forecast the power tool industry in Europe to grow at a CAGR of 3.87% over the period 2014–2019. It was obvious that with the introduction of a clear and compelling extended warranty message, core visuals and assets, AEG POWERTOOLS could stand out from a statistic driven, shout louder market place and out-perform its competitors in estimated growth rates.

Targeting a core audience of professional users, we set about creating a confident and concise strap line to sum up the campaign:

WHEN WE SAY THEY LAST. WE MEAN IT.

The tone of voice throughout the campaign was extremely important. We recognised the need for clear and confident messaging, and delivered a no-nonsense approach which sat well with the proud, power and performance focused brand.

The campaign message was supported with the use of gritty typography and imagery, and striking black and orange colour palette; the warranty campaign would really stand out online and in-store. We art directed and styled all video and photography for the campaign, leaving a lasting message of strength and durability.

A bold approach to info-graphics, statistics and facts was employed across all collaterals, integrating seamlessly alongside both still and moving imagery.

CAMPAIGN DELIVERABLES

- Comprehensive video campaign
- Core messaging and brand values
- Photography suite of images
- Internal digital presentations
- Online paid media, email marketing and micro-site
- In-store POS and merchandising



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TOOL
WARRANTY*

3 YEAR
BATTERY
WARRANTY*

New for 2017 and further improving its offering to professional users, AEG Power tools has announced that it is extending the warranty guarantee across its entire power tool range to 6 years for tools and 3 years for batteries & Chargers.

POWERDEALS / Q2 - 2017

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WARRANTY VIDEO

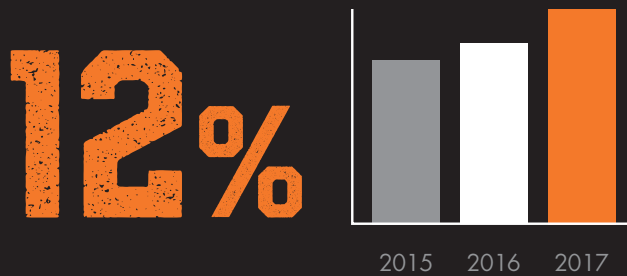
The video played a key part in communicating the extended warranty message both online and in-store. It also helped as a key sales driver for B2B customers during face to face meetings with AEG support staff reinforcing the brand's commitment to trade professionals across Europe.



Statistics excluding confidential sales and unit figures.

INCREASE IN SALES

(Q1, Q2 YTD 2016 vs Q1, Q2 2017)



4% INCREASE IN
MARKET
DISTRIBUTION

KEY MARKETS ACTIVATED

FOLLOWING WARRANTY CAMPAIGN

FRANCE. GERMANY.
SWEDEN. DENMARK.
FINLAND. NORWAY.

INCREASED LEVEL OF ENGAGEMENT

405%

INCREASE IN WARRANTY SIGN-UPS

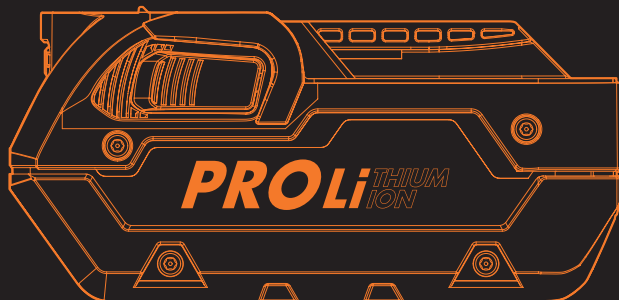
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450%

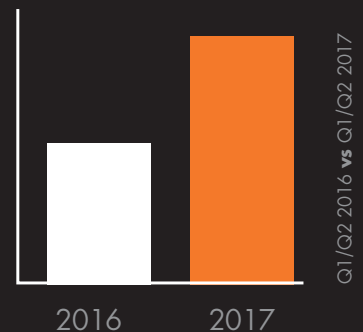
INCREASE IN WEBSITE VIEWS

200,000 page views in Q1/Q2 2016 vs
1.1 Million page views in Q1/Q2 2017

PRO18V CORE BATTERY PLATFORM DRIVER



48%
INCREASE
IN PRO18V
SALES



Q1/Q2 2016 vs Q1/Q2 2017



OTHER INFLUENCING FACTORS

AEG POWERTOOLS has invested significantly in their online presence over the last 3 years and underwent a website refresh that launched prior to our branding work for the extended warranty campaign. The website however, only provides product references and a more enhanced retailer search function – not the option to purchase directly, which could have increased sales during the same period.

They received a moderate increase in organic traffic due to an optimised web presence but this did not correlate directly with increased warranty sign-ups which were generated from a rise in tool purchases in-store and through digital paid media strategies.

The new website offered a platform to launch a more joined up campaign that travelled across all touch points, from in-store POS educating retailers and customers, to online with striking digital assets and core value messaging.

SOURCES

Statistics:

AEG POWERTOOLS GmbH part of Techtronic Industries GmbH

Research report:

"Technavio's report, the Power Tools Market in Europe 2015-2019"