

Client Spotlight: Merillat



Merillat Organomics cabinetry introduction - part one

Merillat had an idea that would change the way consumers use cabinets. The manufacturer researched the different ways people utilize space, both in the kitchen and the rest of the home. Then they combined this consumer knowledge with new space and organization solutions to develop Organomics™ — a blending of organization and ergonomics.

Felder was asked to develop a direct mail campaign for dealers and home builders that would get them excited about selling this new concept to their customers. First, a die-cut teaser postcard was mailed. It introduced the Organomics name and its organizational nature through the use of letter tiles that spelled various key attributes such as “simple,” “smart,” “function” and “space.” We showed that Organomics is a combination of all of these qualities. By arranging the words in a specific way, we spell the word Organomics.

Organomics cabinetry introduction - part two



Our idea for the second mailing was to demonstrate the way Organomics works — putting things in the right place. The audience was encouraged to put letter tiles in place to spell out Organomics, and in doing so, discover the hidden phrase: BUILD SALES. Participants were rewarded with a free stainless-steel tumbler. The two-part mailer was very successful, nabbing a 35% response and increasing requests for more information.

Bisque cabinetry introduction



More and more consumers are choosing appliances in the color bisque, a fresh departure from traditional white and almond. To tap into its popularity, Merillat introduced a bisque color option in two new cabinetry lines: Ashlynn Creek and Arbor Falls. Both coordinate nicely with bisque appliances, as well as those in black and stainless steel.

This launch to dealers and builders was designed to generate enthusiasm about the new cabinets and color and how they address the changing moods of today's consumers. An intriguing cover asks, "What is bisque?" and the internal pieces answer the question by providing different meanings of the word that also express the ways the cabinets will satisfy consumers and increase sales. With this unique format, Felder provided Merillat with a mailer that captured attention and created interest in these new cabinetry lines.

Seneca Ridge Cherry cabinetry introduction

Merillat distributes their cabinetry through dealerships and through builders who give customers a choice of cabinets in their new homes. New products allow them to offer a better selection and, in turn, increase their selling opportunities. But they need to be reassured that the style and finish are those that consumers really want.

For the introduction of Seneca Ridge Cherry, Felder was asked to create a mailer that would get attention and promote the advantages of the new line. We positioned it as a "sweet deal," playing on the quality of the cherry wood species and the competitive prices. The box featured a special treat of gourmet cherry-flavored candies. We created a memorable piece that built excitement around the launch of Seneca Ridge Cherry, reinforced the popularity of the wood and threw in a treat to sweeten the response.



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