

Stimulus Packages Promotion

Molex® – Rebuilding Market Share

Challenge

Molex is a leading manufacturer of electrical products for professionals – guys who work with this stuff every day. Through its Woodhead® brand, the company offers the industry’s broadest range of code-compliant electrical products designed for use in harsh environments. (We’re talking places like chemical plants and outdoor sites with extreme temperatures.) Molex was looking for a way to stimulate sales of its core products during that nasty economic downturn of 2009.

Solution

In Summer 2009, we helped Molex launch the “Rebuilding America Together” campaign, a multi-media promotion targeting electrical contractors in the commercial construction and utility industries, as well as their distributors. The campaign was initiated soon after the federal government made stimulus money available as part of the American Recovery and Reinvestment Act (ARRA). The funds are being used to rebuild America’s infrastructure, so naturally, there’s a patriotic flavor to the campaign.

Working with Molex, we developed a promotion around five specially priced “Stimulus Packages” designed to help spur product sales and rebuilding projects. These packages of Woodhead products are bundled for applications such as wet environments and commercial construction. Also tied to the campaign is an on-site safety seminar to educate users on the importance of code-compliant products. We built the rebuilding campaign around print advertising, a dedicated Web microsite, electronic ads, emails, posters, bumper stickers and a whole lot more.

Results

The promotion is ongoing and final results have not yet been tabulated. As of Summer 2010, more than 140-million impressions were generated and the client reports that it is on target for meeting projected sales forecasts. We may be biased, but we’re predicting a winner for Molex.

