

WILSONART® FLOORING

Red Label



MARCOM

Wilsonart International was founded as a producer of high-pressure decorative laminate in 1956. Wilsonart began producing laminate flooring for residential usage in 1995 and has established itself as the industry's second largest manufacturer. Marketing Alternatives has enjoyed a working relationship with Wilsonart International for more than 25 years and has served as the agency-of-record for Wilsonart Flooring since its inception.

CHALLENGE:

Wilsonart Flooring needed to launch a new collection of laminate flooring products to distributors, retailers – and, ultimately, consumers – in a way that would position them as being “the best” in terms of style and design when compared to the company’s other product lines.

SOLUTION:

Marketing Alternatives created Red Label to position the new products as “high-end, exclusive designs” unlike any other laminate flooring products currently available. The concept and name for this new collection of products – as well as the logo Marketing Alternatives designed – were modeled after high-end designer labels used in clothing lines.

Red Label was enthusiastically received by Wilsonart Flooring distributors and retailers alike. More than 4,000 display units drop shipped direct to distributor locations in the first three months of the program and Wilsonart Flooring continues to receive rave reviews from the field on everything from the sell-in kit to the brochure.

