



Building Products and Services

- Marketing Insights
- Strategic positioning
- Market Communications

Axiom Marketing
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The Axiom Advantage

- **Cross-Functional Team**

- Senior-level staff with corporate experience in Fortune 500 and 100 companies
- Integrated, cross-functional experience in Market Research, New Product Development, Marketing Communications and Channel Strategy
- Journalist-led PR team generates broadcast, print and digital content
- Project-based structure helps manage work and control outcomes

- **Building Products Experience**

- 35+ years experience serving leading brands in building products, finishing materials, home appliances and design technology
- Design and architectural knowledge ranging from traditional to contemporary
- In-depth experience with specifiers including architects and engineers
- Deep industry knowledge of developers, production builders and custom home specialists
- Broad brand expertise supporting new product development and introduction and brand leadership
- Deep knowledge of manufacturing, channel processes and structure



Helping Get to the Next Big Idea Through...

Insights



Innovation



Strategy



Communications



Positively Different Marketing



How Does Axiom Accelerate Solutions?

Through deep experience and understanding of markets and trends

Axiom brings the skills and experience to cut through marketing clutter.

By developing and curating leading-edge content

Axiom has deep industry roots in traditional and digital media to encourage engagement and adoption.

By identifying and prioritizing innovation that is actionable

We unearth insights to develop creative, delivery methods, potential products and services that fill market gaps and needs.

By motivating B2B/B2C behaviors that provide the win-win

Activating insights to improve strategic positions and trigger adoption and purchase.

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Interior Design Thought Leadership

CHALLENGE

Inspire interior design and taste leaders to install complete appliance suites.

SOLUTION

- Develop grassroots marketing and sales partnerships with local influencer organizations and retailers.
- Create mobile-kitchen vignettes that travel to organizational events.
- Schedule celebrity chefs for cooking demonstrations at the events.

RESULTS

- 7.5% average local market sales increase.
- Consideration and preference scores increased by 40% and 25%, respectively.
- Event attendees were 80% more likely to purchase 3+ appliances, instead of one.



Creating Market Demand in Flooring

CHALLENGE

Create demand for a new premium laminate that costs 50% more than standard laminate.

SOLUTION

- Create first-ever “Countertop Idea” center at North America’s largest fall home and garden shows.
- Schedule nationally known kitchen design personalities to present seminars about “lean remodeling” projects that can be completed for \$2500.
- Forward sales leads to local dealers.

RESULTS

- 97% of consumers surveyed said they were more likely to consider the new premium laminate.
- 25% of respondents requested a dealer sales call.

Directing Sales Growth in Hearth Products

CHALLENGE

Develop a future vision for sales growth in the hearth products industry.

SOLUTION

- Interview and merge insights from a variety of industry segments (incl. manufacturers, distributors, retailers, builders/remodelers, and A&D specifiers.)
- Modify Delphi methodology to qualify and quantify unmet and underserved needs of end users, installers, and distributors.

RESULTS

- Comprehensive and accurate hearth product sales forecast (for wood, natural gas, propane, vented, non-vented, free standing inserts, etc.)
- Identified legislative hurdles and opportunities and modeled forecasts.



Developing a Home Services Model

CHALLENGE

Create a business model to examine the benefits of servicing appliances and HVAC.

SOLUTION

- Create a business pro forma to guide creation of a service business.
- Plan guides the creation of a service business utilizing existing technicians, utility fleet vehicles to service HVAC, gas water heaters, dryers and stoves.

RESULTS

- Client was able to launch the service business with minor incremental investment.
- The utility is becoming the servicer-of-choice for regional customers with HVAC and gas appliance issues.



Building Products Experience



Next Steps:

Thank you. We look forward to helping you grow your team and accelerate your business to the next level.

The Axiom Team

Contact us at:
(952) 224-2939, x11

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