

Branding Case Study

Braden Sutphin Ink Company

Braden Sutphin Ink Company, established in 1913, is one of the industry's oldest and largest family-owned ink manufacturing companies. Despite its history and leadership position, Braden Sutphin was faced with the need to re-establish its brand in order to expand into new markets, generate new sales and increase profits.

The Challenge

Sweeney was tapped to help Braden Sutphin better understand its current position in the marketplace, establish a new brand identity and position, and begin implementing the new brand strategy.

The Process

1. We conducted customer and prospect research to measure awareness, perceptions and attitudes.
2. We analyzed and evaluated competitor brands (Flint Ink, Van Sohn, Sun Chemical, INX, Superior).
3. We developed and tested a new business descriptor, new logo, new tagline, new mission statement and new messages – all focused on the positioning that Braden Sutphin represented the new standard of quality and expertise in the ink manufacturing industry.
4. We launched and supported the new brand:
 - Developed an identity manual
 - Produced marketing materials – stationery, literature, Web site, advertisements, signage, trade show booths, apparel, etc.
 - Created and handled promotions – publicity, advertising, special events (internal and external)
 - Developed short- and long-term marketing and communications plans

The Results

Less than one year after the program was initiated, the new brand strategy is beginning to take hold with both internal and external audiences.

- The new Braden Sutphin logo and has been applied to virtually all communications and marketing platforms.
- Critical communications messages have been consistently applied to all communications and marketing documents.
- Research will be conducted during the first quarter of 2007 to measure increases in awareness and changes in perceptions and attitudes.
- New marketing and communication plans are prepped for launching in 2007 to build brand awareness, generate new sales and increase profitability.

