

Liggett Stashower / Stop Selling Products and Start Designing - Exterior Portfolio™ by Crane

Challenge

“Seen one vinyl siding company, seen them all.” In 2001, Crane Performance Siding and Liggett Stashower overcame this stereotype with the launch of CraneBoard® Solid Core Siding®. Recently, with consumer desire for bolder colors and new siding options increasing, Crane asked Liggett to continue the makeover. This meant transforming Crane from a vinyl siding manufacturer to an exterior design firm and asking Crane’s customers and employees to “Think Outside” with Exterior Portfolio™ by Crane.

Strategy and Action

Thinking Outside meant thinking about a home’s exterior with an eye for design. For this, LS partnered with award-winning architect and author, Duo Dickinson. The campaign included collateral, media relations blitz, print advertising and a total revamping of the Web site. In 2008, we introduced Smart Styles™ – a set of ten exterior design palettes. Smart Styles were incorporated into the Web site’s visualize tool, giving homeowners more opportunities to try new design combinations.

Results

Crane once again led category innovation, not only in the products they manufacture, but in the way they brought those innovations to market. The success of the program can be gauged by traffic to the Web site, which has seen a 400 percent increase in Web site visitors.

