

who?

ITW Duo-Fast

fusion^{b2b}



why?

The industrial division of ITW Paslode, Duo-Fast, realized it had no brand personality or discernable position. When it comes to marketing tools to pro contractors, it's a safe bet that durability and performance features offer great appeal. But is the message differentiated from competitors that may communicate similar messages? The answer is YES if messaging talks to contractors on a personal, believable level.

how?

For Duo-Fast, FUSION created a brand identity that reinforces a durability position, with plenty of attitude that speaks to contractors in a highly credible tone. Implementation included product collateral and market-specific collateral—truss manufacturing and carpet installers. As a large portion of these pro contractor audiences are Hispanic, collateral was produced bi-lingual or dedicated English and Spanish versions. Trade print ads supported the new position.