

# How do you find a brand's authentic voice?



## PORTER-CABLE VISUAL BRAND LANGUAGE Insight and Product Strategy

To fortify its position in the professional construction and wood-working categories, Black & Decker acquired the Porter-Cable and Delta brands to compliment its flagship professional brand, DeWalt. It quickly became alarmingly clear that seemingly complimentary positions could potentially dilute and damage each brand's equity, and even cannibalize sales. The challenge was to remove parity in the portfolio, mine the heritage of each brand's respective DNA, amplify the unique and visually articulate the key differences.

➔ We brought a clear process to the problem by quantifying what each brand stood for in the hearts and minds of the consumer and how the brands were positioned relative to their competitors. The result was a series of perceptual maps that defined a clear position and strategic target for each brand. Porter-Cable was positioned as a professional woodworking brand producing precision tools for craftsmen and cabinet-makers. Dewalt exclusively adopted the position of a professional construction brand with an emphasis on durability, versatility and speed. Delta was repositioned as a professional woodworking brand manufacturing permanent stationary shop tools.

Shop-a-longs with construction and woodworking professionals helped us identify the design cues of significant meaning when paired with each brand's personality attributes. From here, brand stories were crafted, visual brand values defined, personas developed, and new visual design languages created. The result: A set of frameworks to manage each brand's equities, making strong brands even stronger.

Creative direction by THRIVE partner Jonathan Dalton, while at Altitude, Inc.  
Photo Credits (Man Building Boat) to PyratBlog, 2010.

