



Modern, exciting, true-to-life: New brand image for Hailo

Innovations and clever product solutions have been par for the course at Hailo for over 70 years. This traditional family-run company is continuously developing and has always stayed true to its promise of focusing one hundred per cent on the needs and wishes of buyers and retail partners. That's a success factor that is also reflected in the new 2019 brand image of the leading supplier of ladders and waste bins.

Affirmation of core competencies

The starting point for the repositioning was the empirical market study carried out in 2018*, which delivered important findings about the brand promise and the target group. Managing Director Jörg Lindemann comes straight to the point: "The market research showed that our buyers intentionally choose the best product. They look out for safety, quality and service and they are also prepared to spend more money on household products. Hailo products are known for their ease of handling."

Brand experience

The new image is being communicated across all channels and sends out strong signals. "We focus on brand values of relevance to consumers with the innovative design and the new Hailo visual language. Our customers can see for themselves how easy it is to use the products, and this brings a sense of reassurance," remarks Daniela Grumbach, Head of Marketing, Home & Business. The contemporary look fits in with the lifestyles of young shoppers, while the authentic presentation has an emotional appeal that creates additional incentives to buy. The consumer always takes centre-stage. The whole strategy, both online and offline, is consistently directed at the target group.



Good - Better - Best

The clear and specific structure of the range architecture helps shoppers to make the right choice. The quality levels are classified as "Good", "Better" and "Best" to ensure that there is a product to suit every requirement. "Good" meets all the basic expectations whilst offering excellent value for money, "Better" offers customer-led added value and "Best" stands for outstanding product features and maximum added value. The brand has been further strengthened as a result of this restructuring and the product lines have the potential to generate high sales. Daniela Grumbach emphasises: "Hailo has the greatest brand strength compared to competitors."

Packaging and POS design

Quite apart from brand recognition, the new packaging is also a winner in terms of brand fit and information content according to current market research on packaging design** additionally carried out by Hailo. Prominent labelling with sales drivers such as "Guarantee" and "Made in Germany" also creates confidence. Purchasers of ladders show a greater willingness to buy Hailo products based on the packaging design. A high-quality, modular shopfitting system, including electronic picture frames with self-explanatory product films, provides for superb promotional displays at the POS. The interactive buyer guide takes the form of icons with QR codes which take shoppers to the Hailo website or the homepage of retail partners.

Number one when buying ladders

With a brand recognition level of 81 per cent*, Hailo is well ahead when it comes to safety household ladders. Ladder buyers associate Hailo with ease of use, safety, excellent service, innovative products and trendsetter status. 98 per cent* of those considering Hailo also prefer it as it is seen as the most coveted brand.



Top for waste bins

Hailo is also the first choice when it comes to waste bins, with a brand recognition level of 68 per cent*. Shoppers really value the self-explanatory handling of the products, the reputation of a responsible family-run company, the rapid response of the manufacturer, the high degree of reliability and the ease of use. The products are also highly coveted: 80 per cent* of those considering Hailo also prefer it.

Future excellence

As a strong, successful brand, Hailo enjoys high regard among retail partners and customers. Hailo has received many prestigious innovation and design awards and was included in the “German Standards – Brands of the Century” encyclopaedia back in 2004. The repositioning for 2019 gives direction: Hailo will strengthen the brand identity on a sustained basis and bring it into line with the principles and vision of the company.

* Source: Market research on 16.08.2018, conducted by Logibrand

* Source: Harris Interactive December 2018