



Brand relaunch wins twice over

German Brand Award and Plus X Award for Hailo

Outstanding performance: Hailo is among the winners of the German Brand Award 2018, one of the leading brand prizes in Germany. The Haiger-based company achieved recognition for its pioneering brand repositioning. With high media coverage and over 1,250 submissions this year, the award is highly coveted in the German brand landscape. Entrants face a high-calibre jury of experts in brand management and brand science in the competition, which is run by the German Design Council. The aim is to underpin the significance of branding as a crucial factor in the success of companies in a competitive national and international environment. Entrants are nominated by the German Brand Institute.

Strategy and analysis

Hailo uses the brand relaunch to review the positioning of its brand, which reflects an internal perspective. The company conducts empirical market research to obtain information about sales drivers between brand and shopper. A purchase funnel generates key data, including drivers and conversion rates at every stage of the buyer decision process. "This highly strategic analysis enables us to quantify the strengths and weaknesses of the brand and compare it directly with the competition. Not only can we find out about brand strength and awareness, but also the extent to which the brand is coveted," says Daniela Grumbach, Head of Marketing, Consumer Goods.

Brand management is one of the company's central concerns in ensuring that it is fit for the future, emphasises Managing Director Jörg Lindemann: "It requires clarity of purpose to create a strong brand and keep it alive. Our empirical measurement system allows us to lay the foundations for a relevant and powerful brand identity

1/2



which is in keeping with our corporate strategy. The repositioning creates a consistent international brand experience across all touchpoints."

For Hailo, the fact that the optimised brand concept has won dual recognition in the form of the renowned German Brand Award and the Plus X Award is an endorsement of its integrated strategy. The Plus X Award not only commends innovative products, but also excellent brands. The "Best Brand of 2018" award recognises the added value of the Hailo brand.

Caption:

And the winner is: Daniela Grumbach (Head of Marketing, Hailo Consumer Goods) is delighted with the German Brand Award 2018 at the gala in Berlin.