

A Quiet Company Makes Some Noise

ATLAS CARPET MILLS designs and manufactures commercial carpet for clients in the demanding interior and architecture industries.

challenge

A lack of consistency in communications was creating a scattershot and ineffective image of the company among its design-driven customers. 4sight was asked to develop marketing and promotional tools that distinguished Atlas in the highly competitive commercial furnishings market.

actions

We developed feedback tools to solicit customer perceptions about Atlas and its products. As we worked with data, discussed strategy and analyzed alternatives, the voice of Atlas began to emerge. The mill chose to capitalize on the overwhelmingly high feedback for its design products. We began to embrace and develop a brand personality of Quiet Distinction.

4sight created a range of elegant brand communication materials. The Atlas "A" brand mark was repositioned as a flexible container for color, product and concept imagery. Engaging promotional materials and new product introduction kits provided flexible, real-world tools for sales representatives. And a friendly, informative website was produced that provided easy access to hundreds of carpet styles. Throughout all touchpoints, the Atlas brand expression was infused with an aura of quiet confidence and design excellence.

results

Customers heard the Quiet Distinction campaign loud and clear. While the carpet industry has hit some hard times, Atlas has thrived. New marketing tools and simple messages improved connections with suppliers, designers, corporate clients and end users. Requests for carpet samples doubled following the Atlas website launch. The company's shipping costs also increased twofold, but it was a happy cost of doing business that Atlas welcomed.

