



# Awaken The Appeal Within

Elevating Our Brand Perception

Nikke Blout, Global Marketing Director  
ISM Meeting – Barcelona, 14 July 2016



# “Who is Adam Hall?” – an **insider’s** view



„a customer-friendly, service-oriented provider“



„a highly-reliable manufacturing partner“



„a great employer with a fun, fair & friendly team culture“



„a price-competitive, one-stop B2B shop for event tech“

**“IT’S ALL ABOUT PEOPLE & RELATIONSHIPS”**

# “Who is Adam Hall?” – an **outsider’s** view



„a provider of accessories & parts“



„a maker of hardware“  
(for flightcases & speakers)



„a distribution company for various brands“



„an American ice hockey player, of course!“

**“PERCEPTION IS FRAGMENTED & LACKS POSITIONING”**

# Orientation: Production Driven Product-Driven – Brand-Driven



**AURO® SERIES**  
**YOUR IMAGINATION NEEDS NO LIMITS.**

Chock-full of amazing features, the **Cameo Auro® Series** is engineered for stunning professional lighting design. **Auro®** hallmarks include **RDM capability**, **16-bit resolution** and high-precision, high-speed **3-phase motors**. With **ultra-bright long-life LEDs** radiating rich, intense colors, **automatic positioning correction** and **battery-powered displays** for offline setting, **Auro®** fixtures are primed for the big time!



# Summary Situation of the Communications

**Non-Emotional**

Opportunistic

**Non-Transparent**

Product-Driven

**Fragmented**

One-Size-Fits-All



# Steps Taken / In Progress



**Plan**



**Process**



**Audience**



**Conversation**



**Story**



**Measurement**



**Channels**



# Plan: Competitive Environment

## Production Orientation



„This is what we make.  
Sell it!“

## Customer Orientation

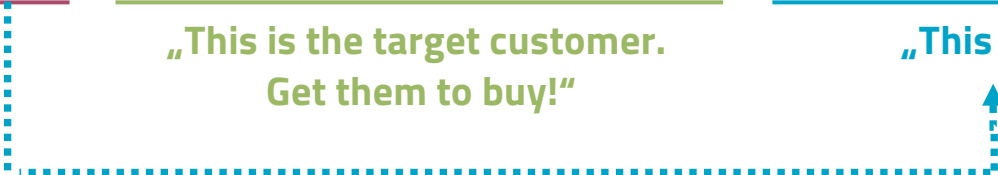


„This is the target customer.  
Get them to buy!“

## Customer as Driver



„This is what we believe.  
Join us.“



# Guiding Principles

## Mission

To make the world a brighter place by creating innovative, user-friendly and performance-driven event technology solutions, which enable more people to electrify their ideas, amplify emotions and share great moments together.

## Vision

To be known as one of the leading event technology companies in the world through our commitment to placing customers first, providing consistent and dependable service, and offering innovative solutions that address our customers' demands, making the world the brightest place possible.

## Values

- Honesty
- Integrity
- Friendliness
- Fairness
- Service
- Innovation
- Quality
- Relationships
- Community



# Plan: Business Goals – “Go 100”

- Grow International Market Share
  - Publish in More Languages – from Four to Six Languages: Adding Italian & Polish
- Tap Growth Potential in Industry Segments: Install and Rental
- Increase Innovation – and Perception of Being Innovative
- Strengthen Alliances with Thought-Leaders, Technical Experts & Industry Associations – NAMM, VPLT, etc.
- Scale Knowledge of Sales Teams and Found an Adam Hall Group Academy
- Improve Internal Processes to Sustain Future Growth and Scalability
- Reach/Exceed €100 Million in Revenue by 2020/2021

# Audience: B2B Customers – strategic segmentation

	RETAIL	INSTALL	RENTAL	INDUSTRY
	HANDEL	FESTINSTALLATION	VERLEIH / LIVE	INDUSTRIELL / HANDWERKER
<b>INDUSTRY NICHE</b>	MI-Retailers Audio/DJ Retailers Electro-Retailers -- Sub-Distributors	System Integrators A/V Consultants Planners / Projektors Electricians & HiFi-Dealers Contractors Architects Broadcast (TV/Radio)	Rental Companies A/V Companies Event Companies Live Event Organizers	Flightcase Manufacturers Carpenters and Builders Technical Supply Users: <ul style="list-style-type: none"> <li>• Industry</li> <li>• Enterprise</li> <li>• Public/Government</li> <li>• Energy Providers</li> </ul>
<b>ACCOUNT EXAMPLES</b>	Amazon Conrad Electronics Soundland Thomann -- Huss (DE) Asymmetric (Int'l) GIFAS (Industrial)	ZDF Amptown Sound & Communication PIK – Berlin Kuchem MACOM (nur Planung) KST Moschkau Gahrens und Battermann Mevis TV Kiessling	satis & fy Atlantic Audio Neumann & Müller PRG MKM Lleyendecker Sound & Light Leonberg Black Box Music	LT Cases Amptown Cases Anycase Rimowa Zarges Technisches Hilfswerk Bundeswehr technische OEM Anfragen
<b>END-USERS</b>	Musiker / DJs / Entertainer Home Theatre / Audiophiles Small Theatre & Concert Halls	Broadcast (TV/Radio) Enterprises Public Institutions: large government halls and facilities	Concerts & Festivals Event Locations Conferences / Trade Fairs	<b>Flightcase:</b> Musicians, DJs / Rental / Hdwr Stores <b>Technical Supply:</b> Public & Private Cos / Institutions Rental Companies

# Story: Positioning – master brand approach

## The Adam Hall Group

SOUND  
TECHNOLOGY



LIGHT  
TECHNOLOGY



STAGE  
EQUIPMENT



HARDWARE  
FOR FLIGHTCASES



# Story: Brand Architecture – simplified alignment

## The Adam Hall Group

SOUND  
TECHNOLOGY



LIGHT  
TECHNOLOGY



STAGE  
EQUIPMENT



DEFENDER

StageX

? ab 2018

HARDWARE  
FOR FLIGHTCASES



# Value Proposition

– supported by new claim



**SOUND  
TECHNOLOGY**

**LIGHT  
TECHNOLOGY**

**STAGE  
EQUIPMENT**

**HARDWARE  
FOR FLIGHTCASES**

We provide **Event Technology Solutions** for...

**RETAIL**



**INSTALL**



**RENTAL**



**INDUSTRY**



# New Corporate Design – verbal identity + visual identity

**CORPORATE DESIGN AT A GLANCE**

**CORPORATE COLOURS**

**Primary Colours**  
Must always be applied and be combined with secondary colours.

- CMYK: 00/100/100  
RGB: 0/100/100
- CMYK: 0/0/0  
RGB: 0/0/0

**Secondary Colours**  
In line with the message being used, combine secondary light grey or black ink when to design clear reading transparency for the viewer.

- CMYK: 100/0/0  
RGB: 255/0/0
- CMYK: 100/100/0  
RGB: 255/255/0
- CMYK: 100/0/100  
RGB: 0/255/255
- CMYK: 100/100/100  
RGB: 204/204/204
- CMYK: 0/0/100  
RGB: 0/0/255
- CMYK: 0/100/0  
RGB: 0/255/0
- CMYK: 100/0/0  
RGB: 255/0/0
- CMYK: 100/100/0  
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- CMYK: 0/100/0  
RGB: 0/255/0
- CMYK: 100/0/0  
RGB: 255/0/0
- CMYK: 100/100/0  
RGB: 255/255/0
- CMYK: 100/0/100  
RGB: 0/255/255
- CMYK: 100/100/100  
RGB: 204/204/204

**CORPORATE FONT**

With the new 'Roboto' we will use our default fontface in our text.

**"Roboto Light"** is a clean, light, default font and is used for headings, text and for listing headlines to better stand out.

**"Roboto Regular"** is a slightly bolder version of the default font, "Roboto Light" and should be considered leading to a more readable font size.

**"Roboto Regular Italic"** is used to create a high contrast, attention-grabbing font and will be used in reference text in the print ads.

**"Roboto Bold"** is a bold, subtle font. Use this and the highlighting colour important text elements and headings.

The font interface can be downloaded and installed via [www.google.com/fonts/@roboto](http://www.google.com/fonts/@roboto)

If a font face is needed, use our "font"

**USE**

**Use of the Logo as a master brand:**  
For the Adam Hall Group as a master brand, there are three variations of the logo depending on the legibility of the text.

Of these variations, the default is with the Adam Hall underneath the main logo.

**Use of the Logo as a sub-brand:**  
For the Adam Hall as a sub-brand, e.g. for the hardware and design department there, we simply use the main logo without the Adam Hall. There is only one exception to this rule: otherwise, the default for "Adam Hall Group" also applies to the sub-brand "hardware".

**Use of the Logo Online:**  
The adaptation of the logo should only be used when the above-mentioned logo is already being used within the right context, i.e. business cards, in online applications, the Adam Hall Group logo, e.g. product engineering or print printing, social media, corporate identity and special communication items.

**IMAGE USAGE**

Our corporate images should reflect our core applications bringing people and products in the foreground. The goal is to authentically and reliably show the connection between our solution offerings and the people who use them. Furthermore, our corporate images shall respectively reflect coherence with our customer solution segments (Retail, Trade, Service, Industry).

**Image Pool**  
Located in the new Corporate Identity, our photographs emphasizing customer solution segments (Retail, Trade, Service, Industry) so that you can always find the perfect image that best reflects the work of your customer. Also in this context, we have created an option section where customers can share photos of our product solutions and brands in action. With the customer's consent, these photos can be considered for general use in promotional material and various events.

**Contact**  
Adam Hall  
Brand Corporate Manager

[www.adamhall.com](http://www.adamhall.com)  
E-mail: [marketing@adamhall.com](mailto:marketing@adamhall.com)  
Phone: +49 3307 10 15 170

# Orientation: Production Driven







## Products, Products, Products



## Brands, Brands, Brands



# Orientation: Customer Driven

Solutions For:	RETAIL	INSTALL	RENTAL	INDUSTRY
				
Solution Offering:	<b>SOUND</b> TECHNOLOGY	<b>LIGHT</b> TECHNOLOGY	<b>STAGE</b> EQUIPMENT	<b>HARDWARE</b> FOR FLIGHTCASES
Via these Brands:	ADAM HALL BRANDS			
				
	DISTRIBUTION BRANDS			
				



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**Innovative**

**Strategic**

**Transparent**

**Customer-Driven**

**Solutions-Oriented**

**Emotional**



...strategy into action

# AHG Corporate Website + Webshop

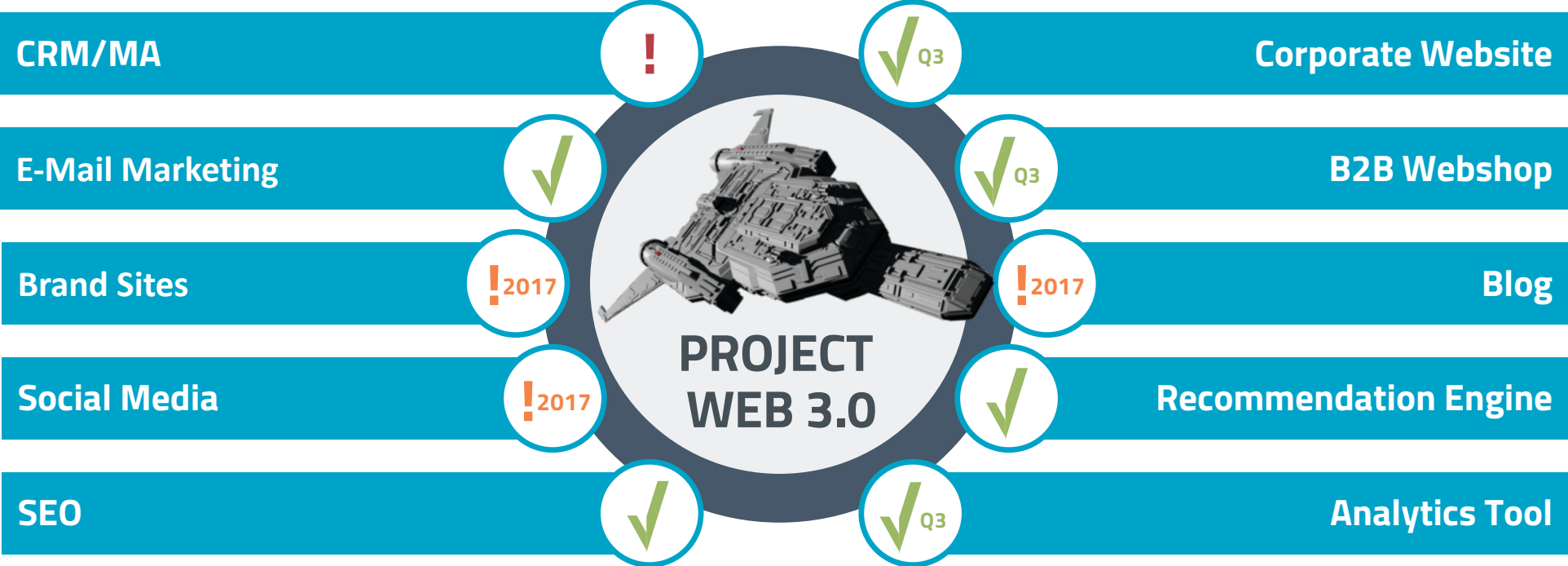
#experienceeventtech

...and continued action

# Outlook 2017

#experienceeventtech

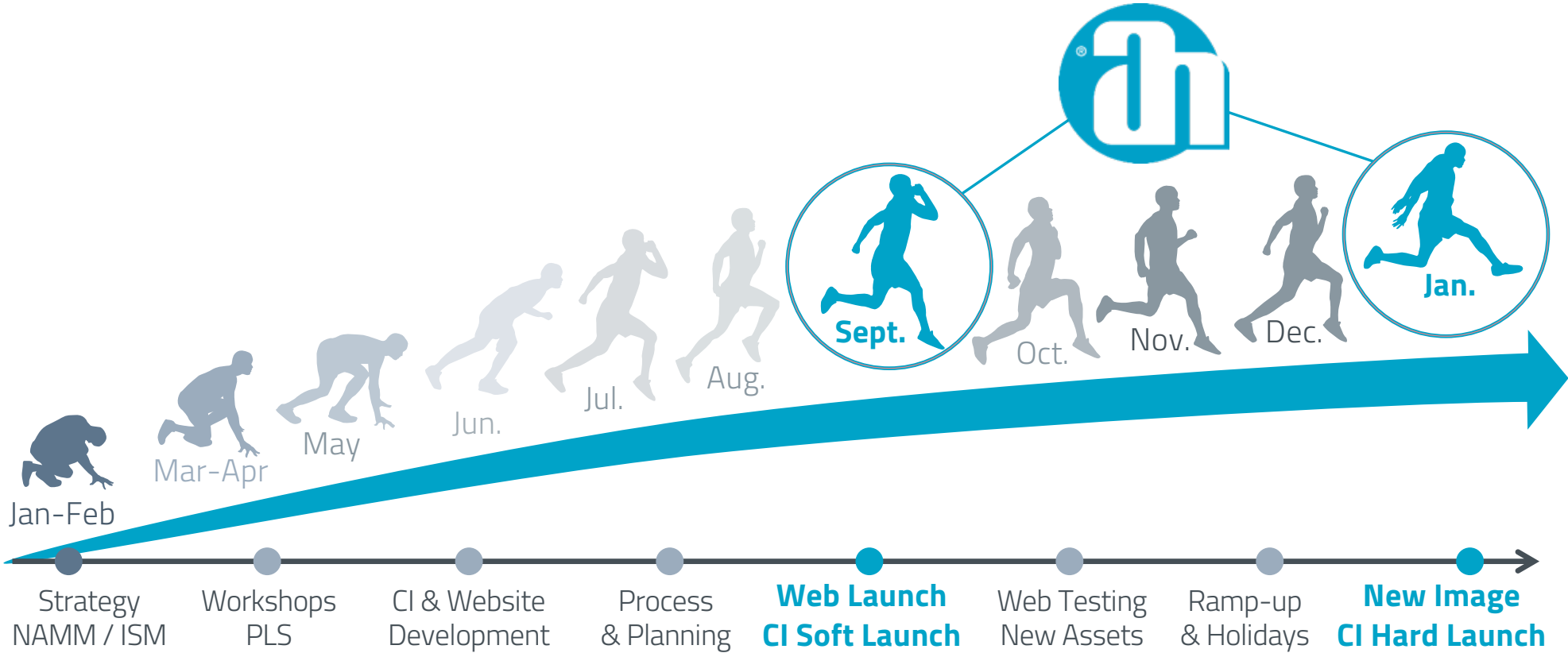
# Modern Marketing Ecosystem – digital platforms



# From E-Blasts to E-Mail Marketing



# New Corporate Image Campaign



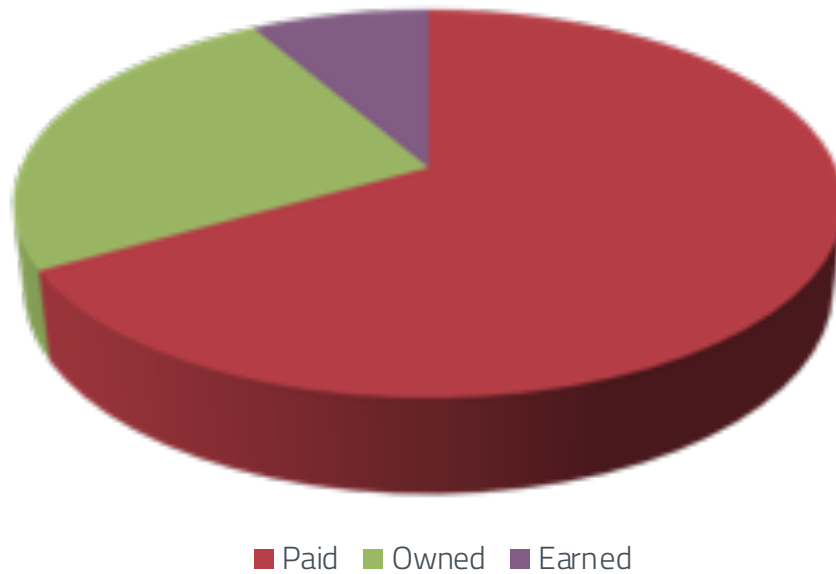
# New CI Portal – everything in one place!





# Channels – actual situation

3 Types of Content



## Marketing Mix

### PAID

- Advertisements – print / online / PPC
- Merchandising
- Direct Mailings – catalogues / brochures
- PoS In-Store Displays
- PoS Online Banners
- Trade Fairs & Events

### OWNED

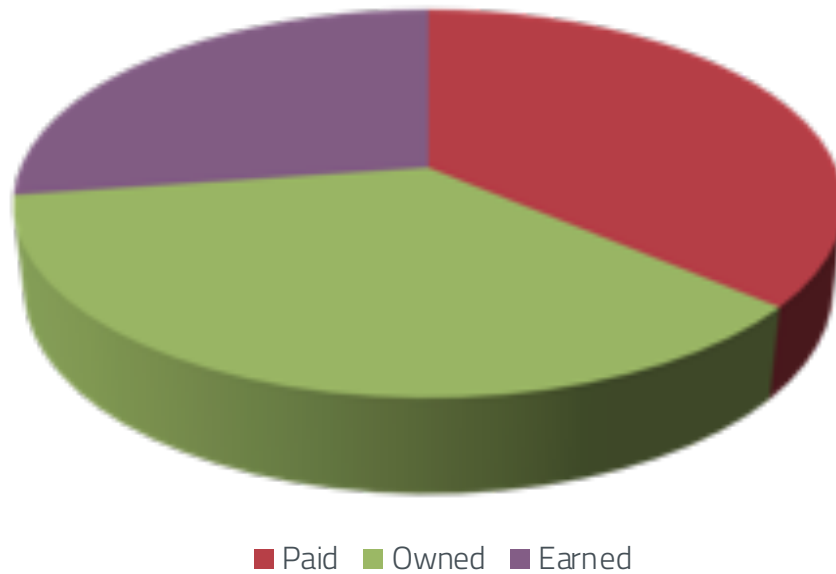
- Blogs & Articles
- Websites & SEO / Landing Pages
- Videos
- E-Mail Marketing
- Whitepapers
- Case Studies

### EARNED

- Expert Product Reviews
- Editorial Coverages
- Social Media Shares / Recommendations
- Positive Customer Reviews (Online Retail)

# Channels – target situation

## 3 Types of Content



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# Video Marketing



# YouTube Publishing – current situation



# YouTube Publishing – target situation



## YouTube Restriction Text

"You shall not copy, reproduce, distribute, transmit, broadcast, display, sell, license, or otherwise exploit any Content for any other purposes without prior written consent of YouTube or the respective licensors of the Content."

# Video Marketing – the king of content

→ Continue creating product videos.

+ Expand with videos that include **people, emotion, application:**

## Video Marketing Outlook

- Product demonstrations
- Interviews, e.g. with thought-leaders (influencer marketing) \*expanding studio into a “photo + TV studio”
- On-location customer testimonials
- On-location event reports
- Adam Hall Group image videos

A close-up photograph of a dolphin leaping from the water. The dolphin's mouth is wide open, showing its teeth and tongue. The water is a vibrant blue, and the dolphin's body is a light brown color. The dolphin is positioned in the center-left of the frame, with its head and mouth open towards the right. The background is a clear, bright blue sky.

**Thank you!  
& Happy Selling!**