



CASE STUDY

Firing up the TIKI® Brand torches by \$33M with the proprietary innovation process from Elevation Marketing

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BACKGROUND

Palm trees, tiki carvings, fruity cocktails, and bright colors

Tiki culture has represented outdoor fun with friends and family for more than half a century. The TIKI® Brand torch, with its dancing yellow flame, is an indelible part of that tradition that still burns brightly today. Lamplight Farms acquired the TIKI brand in 2001 to enhance its portfolio of outdoor torches, candles and torch fuels.



**Lamplight Farms acquired
the TIKI Brand in 2001**

CHALLENGE

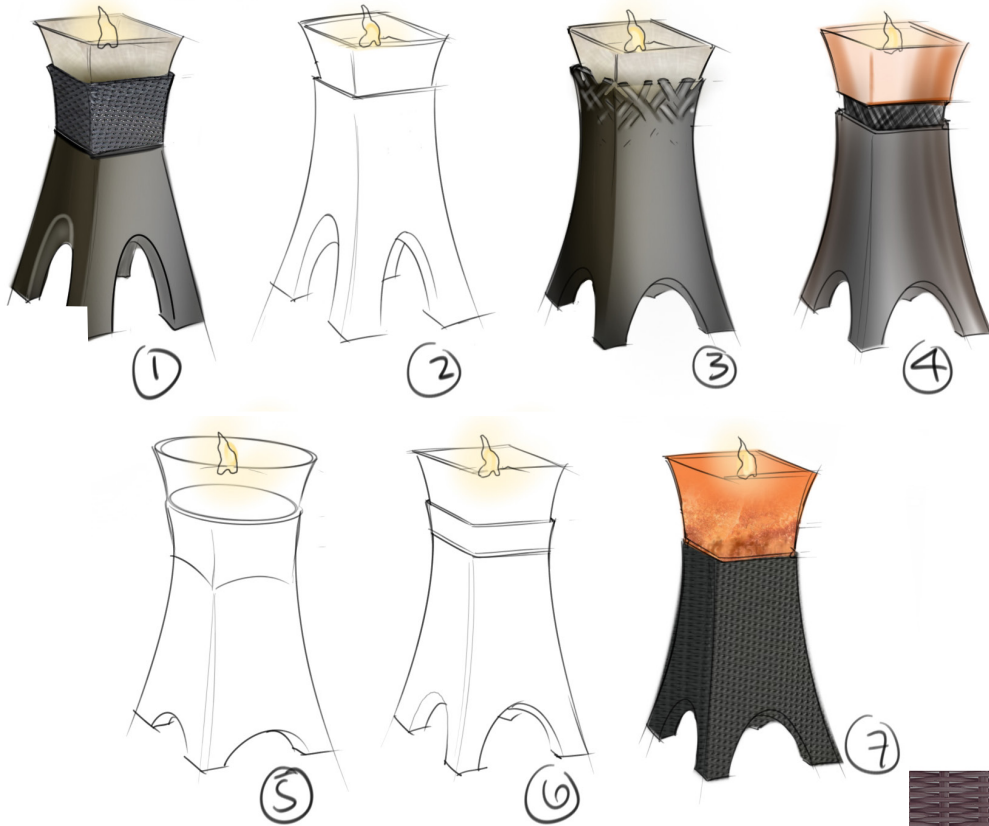
Modernize the Tiki product line and position it for today's outdoor living lifestyle

With “staycations” emerging as a popular alternative to expensive out-of-town vacations, consumers began investing more in their outdoor living spaces, enhancing their landscaping, upgrading their outdoor kitchens and paying more attention to décor, including lighting. In fact, the American Institute of Architects noted in a recent survey that outdoor living spaces are now the most popular special function room in the house—69 percent of homeowners have expanded theirs during the past six years, and that number continues to grow.

From snow country to beachside, from mid-century modern to Tuscan, outdoor living styles vary tremendously. TIKI knew it could help people create the backyard paradise they were envisioning, but the brand needed to move beyond its rattan roots and appeal to a broader range of styles. TIKI also wanted to become an all-season brand, with fall, winter and spring purchases balancing sales from its already popular summer holiday season.

Lamplight Farms, the TIKI Brand's parent company, was developing new fuels that would burn cleaner and repel insects better while minimizing environmental impacts, but they weren't focused on innovations centered on the outdoor living trend. Competitors were, though, and low-cost imports began to undercut TIKI pricing and erode brand equity. Lamplight engaged Elevation Marketing as an innovation and marketing partner to modernize the TIKI product line and position it for today's outdoor living lifestyle.





Build an exclusive sell-in program

with power retailers to extend the selling season and increase market basket rings

STRATEGY

Elevation used its proprietary LEAF* innovation process to assess and address the TIKI brand's challenges. The LEAF process rests on a "look, listen, learn" philosophy that begins with a multi-stage discovery phase. In this case, it included:

- **An audit of global lighting trends** and the more specific outdoor torch and outdoor lighting categories
- **A brand assessment and deep dive into Tiki culture** to identify visual signals, textures, design styles and materials that were already "owned" by the TIKI brand or that the brand could own
- **Conversations with interior designers, retail buyers and trend experts** to understand how outdoor living was evolving and what it might be in the future

Information gleaned from the discovery phase was then synthesized, organized and used to inform and inspire a cross-functional team of strategists, industrial designers, engineers, real-time sketch artists, trend experts, interior designers and lighting specialists during Elevation's unique Envision workshop. Using custom-designed Envision exercises and worksheets, the team explored three areas ripe for innovation:

- **Brand equity** – Identify ownable, recognizable signals that combine Tiki culture cues and outdoor living trends to elevate the TIKI brand.
- **New products** – Create innovative new products appropriate for all seasons and integrate proprietary enhancements.
- **B2B2C strategies** – Build an exclusive sell-in program with power retailers to extend the selling season and increase market basket rings (the amount of money spent on TIKI products during a single transaction).

*The Elevation innovation process, LEAF, includes four phases: 1. Look, listen, learn 2. Envision 3. Activate 4. Forward



DELIVERABLES

- Tiki culture and outdoor living trend reports
- TIKI visual brand equity study
- Subject matter expert recruiting and interviews
- Facilitated Envision workshops
- Strategic, creative workshop exercises and worksheets
- 30+ viable new product concepts
- Product concept development and refinement
- Cost-efficiency concepts
- Sell-in strategy

Not only did Elevation Marketing's innovation process produce new top-of-funnel product solutions, their understanding of the vertical market helped us **strengthen our relationship with our retail partner, extend our selling season and enhance our brand equity** while delivering remarkable top line growth.

– Julie Stange, Senior Brand Manager,
TIKI Brand, Lamplight Farms





RESULTS

Elevation's multi-tiered innovation strategy dramatically repositioned the tiki brand as the category leader

During its first year in-market with its expanded portfolio, TIKI tabletop product sales reached \$33 million at Lowe's Home Improvement stores alone. Among the innovations producing this stellar result:

Tabletop torches – A unique line of TIKI tabletop torches was introduced to complement the brand's beloved backyard torches. These smaller, more decorative torches were designed to be used as tabletop centerpieces, dramatic patio features and subtle lighting to create a mood or draw attention to a particular feature, thus extending brand perception beyond "summertime party." Multipacks of tabletop torches were also introduced to increase consumer spend and enhance TIKI product margin and turns.

New fuel technologies – Many of the tabletop torches incorporated new technologies such as CleanBurn™, a fuel and wicking system that burns cleaner, creates a flickering flame and makes adjusting the height of the flame easy. Such features command a higher price point and, because they were proprietary to the brand, differentiated TIKI from its competitors and made its products harder to replicate.

Modern designs – While still referencing the visual cues of the Tiki culture, the brand expanded its portfolio to include sleek metal torches, colorful glass torches, standalone porch torches akin to fire pits, and whimsical designs such as pineapples and whiskey barrels. Many of the torches were produced in traditional and tabletop versions to increase the amount spent per purchase. And, the TIKI logo was tastefully featured on all products to solidify brand identity and promote consumer perception of TIKI as a leader in the market.

Marketing strategy – Elevation and Lamplight collaborated on a sell-in strategy targeting Lowe's with an exclusive program highlighting the expanded, modern TIKI portfolio and proprietary fuel technologies.

SALES
REACHED
\$33 MILLION
AT LOWE'S HOME
IMPROVEMENT
STORES

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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