



MiTek

CASE STUDY

Elevation Marketing develops a powerful brand communication strategy to help building industry leader spread awareness among builders and manufacturers.



BACKGROUND

MiTek is a diversified global supplier of builder products, collaborative software, engineering services, and manufacturing equipment to the residential, commercial, and industrial construction sectors. MiTek's passion for its associates and customers is the company's hallmark. Founded in 1955, and a Berkshire Hathaway company since 2001, the company has operations in more than 40 countries on six continents.

MiTek manufactures and supports the USP® line of structural connectors and also offers a full range of problem-solving, code-approved, software, structural design solutions, wind and seismic products as well as structural adhesives. The company's specialty is in optimized structural designs and empowered workflows that connect people to work more effectively and efficiently

The MiTek culture involves making customers and prospects more successful by designing and specifying reliable, cost-effective, structural connections and wind/seismic solutions for clients. This work is done in a prompt, accurate, and timely manner, with little or no follow-up actions after the spec work is completed, attributes that help to set the company apart from its competition.

Even with considerable competitive advantages in place, MiTek was still not leveraging, and was even overlooking to a certain extent, some advantages it had in the marketplace. The industry leader was in need of an agency to identify these missed opportunities and help to seize them.



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CHALLENGE

Even with positive overall brand awareness, MiTek maintained several underused advantages in the market.

In one example of an underused advantage, numerous mergers and acquisitions provided a significant tactical advantage throughout the structural framing segment. However, many of the new products and sub-brands gained through these mergers were never fully integrated into the parent brand and/or communicated to the market. Therefore, many prospects in this vertical did not fully comprehend the wide-ranging value of the MiTek brand.

Beyond structural framing, there were more examples of products and sub-brands requiring integration into the parent brand. Elevation determined that MiTek needed to expand brand awareness within the engineering/specifier audience to facilitate opportunities, and specifically needed to generate interest from the residential market.

Elevation's market research discovered that within this segment, component manufacturers, lumber and building material dealers and builders were unaware of the MiTek brand value proposition. The goal was to entice prospects from these entities to contact MiTek for more information to initiate the sales cycle.

But before that interaction could occur, **the company needed to develop a succinct and accurate brand communication strategy for this audience. With a plan in place, then it could effectively initiate contact with leaders at these enterprises to educate them about MiTek and how its solutions benefit these companies.**

STRATEGY

Developing brand strategy requires legwork and frank conversations with stakeholders about company goals, objectives and how the market currently perceives the business. These first steps require a greater understanding of what is currently in place with regards to perceptions and have little to do with what a company hopes to achieve.

Elevation encouraged the MiTek team to explore how the company helps clients generate profitable growth. MiTek knows it achieves these gains through enhancing the framing process and the enterprise workflow via stronger working relationships, smart products and software solutions to increase quality and efficiency. Elevation Marketing needed MiTek to better define vision and mission statements, philosophy, core values, and brand objectives.

To get the core of its messaging, Elevation initiated a four-step research and execution process, which included:

- **Discovery:** Elevation reviewed competitor positioning, value propositions and other content, then compared the findings to MiTek's current communication strategy.
- **Surveys:** Utilizing quantitative research survey results, Elevation analyzed data to gain key insights into MiTek's brand perception and its customer needs. It then used that information to establish benchmarks for key messages these specific buyers needed to hear.
- **Stakeholder/Customer Interviews:** Stakeholder interviews, including employees and company leaders, as well as customers, helped Elevation better understand key purchasing criteria among target audiences and brought a deeper understanding of the industry buying process.
- **Leveraging Findings:** leveraging insights from the first three steps, Elevation developed a brand positioning statement aligning with MiTek's value proposition. This served as a messaging foundation that guided the development of the overall brand story and messaging matrix. The matrix broke down key messages by vertical and audience while serving as a guide for all future content, PR, social and outbound marketing campaigns.

With a more complete understanding of its market position and value proposition, now messaging could be tailored to specific segments:

COMPONENT MANUFACTURERS, LUMBER AND BUILDING MATERIAL DEALERS AND BUILDERS AND CONTRACTORS.



MESSAGING BY SEGMENT

Component manufacturers design building products like roof and floor hangers, engineered wood product prefabricated panels. Because they often viewed as commodities, they under continuous pressure from buyers to keep quality high and prices low, offering a differentiated value. It's a tremendous strain on their to them to push for new advances to maintain strong profit margins.

Component manufacturers are of brand awareness, especially for quality and support. Trust, know and trust are easier to win when products at a loss.

But even with quality products, primary consideration for sales. Continuous pressure forces component manufacturers to optimize costs in areas like waste and design time.

MiTek offers component manufacturers that improve their profit profitability. From high-quality products, services and ongoing scalable solutions, they market needs and efficiency gains.

SAMPLE PERSONA

Size: Single local

Core Products:

- Roof/floor truss
- Hangers
- Engineered wood panels

Customers: Primary direct to build

MiTek

Messaging Matrix

MESSAGE POSITIONING

BUILDING RELATIONSHIPS

MiTek operates throughout the residential supply chain with the company's historical presence located in framing focused solutions for residential housing. Its current offering now includes workflow and business process software for medium to large production builders. The company positions itself as a vendor partner with superior products and services that promote customer profitability.

For customers, MiTek represents a solution that reaches far beyond the company's signature connectors. In fact, MiTek offers builders, professional contractors, building materials suppliers and component manufacturers greater speed, productivity and accuracy by collaborating through their supply chains.

Our goal is to increase brand awareness a unique differentiation for MiTek. Doing so will shine a light on the company's quality products and services in the context of the benefits they deliver to customers. We will also plant the seeds of MiTek's customer-focused culture through a brand voice that resonates these audiences on a core, emotional level.

Once prospects become engaged with MiTek as "leads", that culture will come to life. This will provide an excellent experience that will not only promote sales and business relationships, but also move the needle from brand indifference to brand insistence.

KEY MESSAGES

UNIQUE BUSINESS PERFORMANCE BENEFITS

Increasing your profitability starts with increasing control and efficiency over your processes. At MiTek, we have the people, products and tools to help you do it. From software and intuitive software to custom manufacturing and smart engineering, we know how to help your business become more efficient, productive and precise without compromising quality.

STRENGTH/EXPERTISE

Your company prospers with a partner that makes your business stronger and more competitive. MiTek creates greater efficiency, accuracy and profitability in your framing-based operations. As a result, you'll save time, labor and materials while ensuring greater cost certainty.

COMMITMENTS

To maintain your profitability, you'll need to overcome challenges as they arise. That's why MiTek stands behind you with on-demand engineering services and ongoing software support. Our dedicated solutions are driven by your needs and based on your priorities to ensure you stay on track for continued success.

MESSAGING MATRIX

MiTek®

Messaging Matrix

MESSAGE PERFORMANCE

WORLDWIDE RELATIONSHIPS

MiTek operates from around the globe to help our customers in a variety of ways. Our global presence is a key to our success, allowing us to provide the best possible service to our customers. Our global presence allows us to provide the best possible service to our customers. Our global presence allows us to provide the best possible service to our customers.

KEY MESSAGES

UNIQUE BUSINESS PERFORMANCE BENEFITS

MiTek generates profitable growth for customers in the growing segment of the residential construction industry through stronger working relationships, smart products and software solutions that increase quality, improve efficiency and reduce labor costs.

SKILLS AND EXPERIENCE

The key value added of the MiTek brand is the integrated approach to helping customers work smarter. Our philosophy is to provide a total solution to our customers, including training, support, maintenance and more. However, it's not just our products that give us a competitive edge. It's our people, our experience and our passion for helping our customers work smarter.

COMMITMENTS

To maximize your productivity you need to overcome challenges in this area. That's why MiTek stands behind its software solutions. Our software solutions are designed to help you work smarter. Our software solutions are designed to help you work smarter. Our software solutions are designed to help you work smarter.

POSITIONING STATEMENT

A positioning statement is a key to success for business and marketing efforts by clarifying the company's offering, market and value relative to competitors. The concept is not for you to use, but it is designed to be a focus for all your marketing communications. The proper use of a positioning statement ensures that the brand is being introduced to the market in a way that benefits the company's overall marketing strategy. We have defined MiTek's positioning statement as follows:

MiTek generates profitable growth for customers in the growing segment of the residential construction industry through stronger working relationships, smart products and software solutions that increase quality, improve efficiency and reduce labor costs.

POSITIONING VS. OPPORTUNITY

In creating MiTek's positioning, it is clear that the company does not compete on price. The company's focus is on providing a total solution to our customers. Our focus is on providing a total solution to our customers. Our focus is on providing a total solution to our customers.

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MATERIAL DEALERS (EMM)

KEY MESSAGES

Control and improve the availability of your business with MiTek software, material selection and support services.

- Strong performance and reliability
- Proven track record and industry leadership
- A history of innovation and quality products
- Differentiated and profitable value proposition

KEY BENEFITS

Your ongoing ability to compete depends on the efficiency and productivity of your activities, systems and people.

- Improve your business and reduce costs
- Reduce your working time and effort
- Increase your productivity and efficiency
- Reduce your working time and effort

COMMITMENTS

We will maximize your ongoing effectiveness with MiTek as an essential part of your business and support.

- We will ensure that our software solutions are always up-to-date
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SMART

Smart is a key to success for business and marketing efforts by clarifying the company's offering, market and value relative to competitors. The concept is not for you to use, but it is designed to be a focus for all your marketing communications. The proper use of a smart statement ensures that the brand is being introduced to the market in a way that benefits the company's overall marketing strategy. We have defined MiTek's smart statement as follows:

SMART BUSINESS NEEDS

- Increase productivity
- Reduce costs
- Improve quality
- Increase efficiency

SMART SOLUTIONS

- Increase productivity
- Reduce costs
- Improve quality
- Increase efficiency

TOPICS OF INTEREST BY TITLE

- Construction Management
- Project Management
- Quality Management
- Safety Management
- Training Management

SAMPLE PERIODS

- 1st Quarter
- 2nd Quarter
- 3rd Quarter
- 4th Quarter

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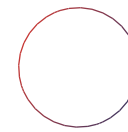
STRATEGY

In addition to the messaging matrix, Elevation created three distinct print ads for MiTek. The messaging and print ads were designed to emphasize the following benefits to MiTek customers:

- Enhanced performance, increased sales
- Cost optimization, maximized production
- Job waste elimination while maintaining high standards
- Improved customer retention, engagement and acquisition

Supporting ad copy messages included:

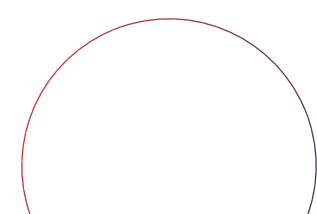
1. [Heading] I'm not just framing a house.
[Subhead] I'm building my business.
2. [Heading] Less means more.
[Subhead] We optimize framing efficiency with MiTek.
3. [Heading] Now that's a frame-changer.
[Subhead] MiTek makes our framing more profitable.



DELIVERABLES

Elevation research efforts and full brand campaign included the following:

- Current Market Position Research Report
- Buyer Persona Identification Analysis
- Brand Position Statement
- Messaging Matrix and guidelines
- 3 Print Ads





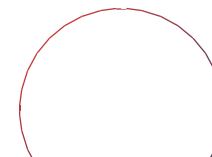
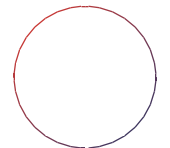
BUSINESS WINS

Brand messaging reinforces MiTek's personal approach with target audience to differentiate it from the competition.

Elevation Marketing created a unified approach to messaging—incorporating the MiTek brand and culture—for three unique audiences: component manufacturer, lumber and building material dealers, as well as builders and contractors.

The brand messaging guidelines, detailed buyer persona findings and messaging matrix helped to:

- Ensure consistency across the organization and direct the perception of the MiTek brand in a way that established its unique value
- Better match MiTek solutions with specific customer needs
- Increase MiTek leader understanding of target markets for future content and marketing strategy and alignment



ABOUT ELEVATION

More Business Wins

Elevation Marketing is a full-service B2B marketing agency, providing exceptional client experiences that result in more business wins.

We go beyond tactics to inspire experiences that build brand believers. From a holistic perspective, we focus on all aspects of operations and strategy to ensure alignment between marketing and sales.

We have a strong command of inbound marketing, and know how to effectively manage, deliver and retain buyers. We offer full-cycle web development services for the enterprise. We build bridges of communication, streamlining the dissemination of information to targeted entities.

Whether its partner portals, online stores, web apps or microsites, our custom digital solutions help you govern personal data through its entire lifecycle for superior lead generation and nurturing.

If you have a B2B product or service that solves real world problems, then you've done your job. We'll do ours by connecting you to the B2B decision makers that will benefit from what you have to offer.



Scott Miraglia, President

Sales@ElevationB2B.com
275 East Rivulon Blvd., Suite 411
Gilbert, Arizona 85297
(480) 775.8880

