

fathom
creative

case study



Client DMM International
Project Development of client branding and corporate communications programme

DMM

Welcome to fathom. We are designers of business communication. Responsive, agile and refreshingly honest, we use design to set our clients apart from their rivals.

We call this process **design brains for business**®

What it means. It is our promise to take an intelligent, rational and considered approach to solving your business communication issue. Working as part of your team, we combine stunning design with clear, appropriate messaging to create business-to-business communication that gets the right results.

How it works. There are four steps to Design Brains for Business. Although our work is varied, each project benefits from the same approach.

1. Beacon

Your brief will be thoroughly explored and questioned. Where necessary we will write a new one, distilling the problem to be solved into a simple thought, expression or proposition.

2. Beachcombing

We will get to know your product or service ourselves. Through discovering, sifting and shaping the compelling stories that make it desirable, we will help develop key messages and copy.

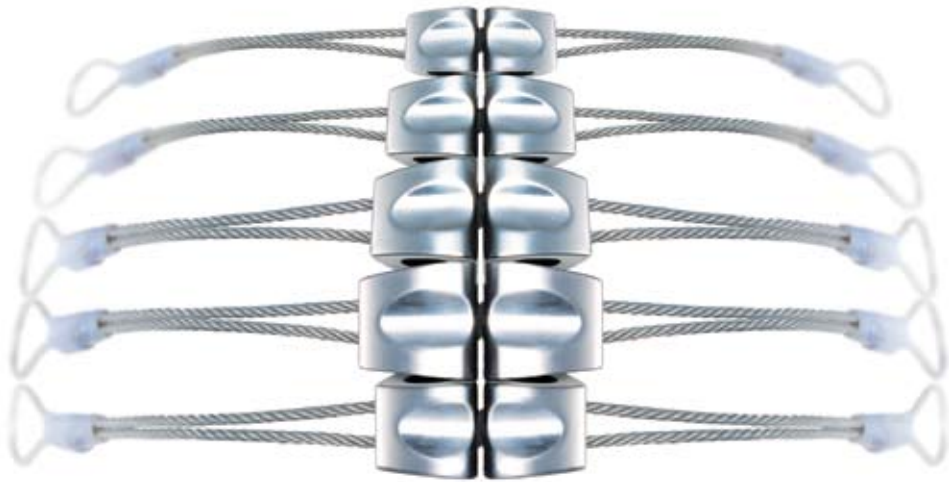
3. Breakthrough

Our creative development will be on brief, on budget and, most importantly, we will take you with us as our ideas come to life.

4. Buzz

Invest in us and we will pay you back with innovation and creativity applied to get results and enhance the bottom line. And everyone gets a buzz out of that. Particularly us.

DMM International



DMM International design and manufacture mountaineering equipment such as karabiners, camming devices, walnuts, ice axes and crampons. Formed in 1981, the company employs over 200 people in Llanberis, North Wales and sells product worldwide. DMM International products are superbly designed and the hardware is manufactured in Wales using highly advanced aluminium forging techniques. Because of this the product price point is high. Due to an influx of cheaper, lower quality product from manufacturers using Eastern European and Asian suppliers the company was having its position as number 2 in the world encroached upon.

Beacon

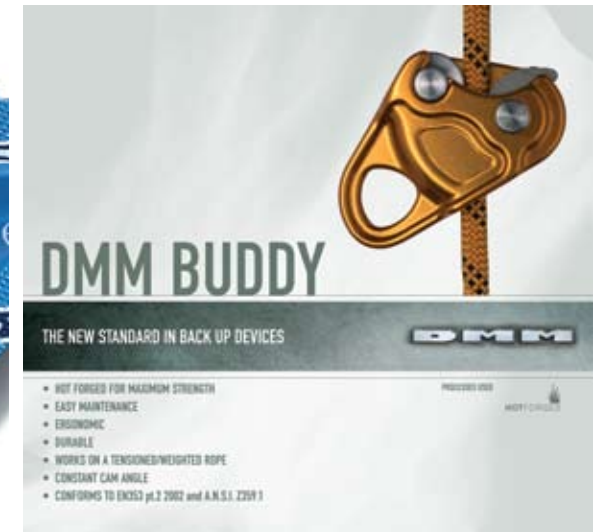
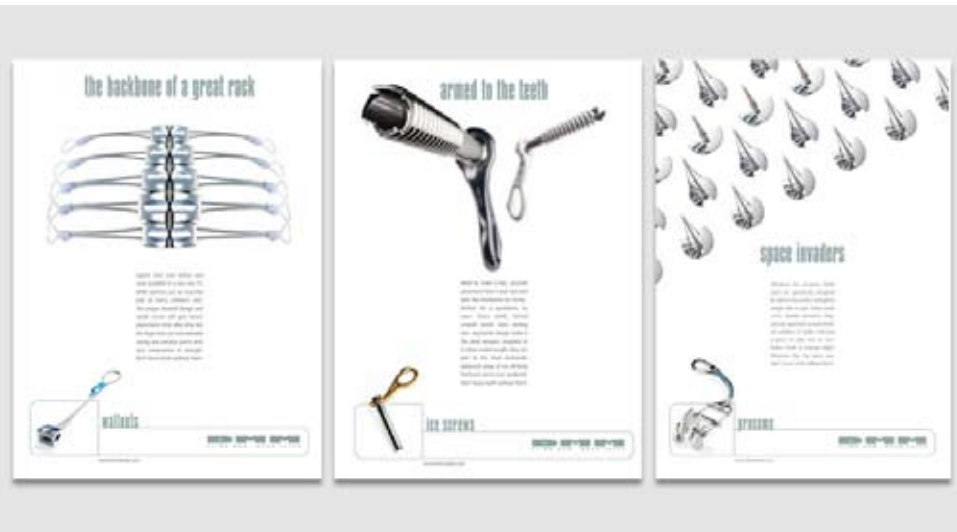
The task was to create brand and product communications that more accurately reflected the company's market position, justified the higher price point and heightened brand awareness and profile.

Beachcombing

Research among the end user target market showed that DMM International was held in high regard among more experienced climbers to the point where they would ask for DMM International product. Stated reasons were 'reliable' and 'innovative'. However product knowledge among novice climbers was limited.

We held brand-positioning sessions with the client including representatives from marketing, product development and sales. These concluded that as DMM International were primarily perceived as a design led company with a reputation for innovation that a suitable positioning would be as the 'premium' designer and manufacturer of climbing hardware. This was reinforced by the fact that the market for climbing hardware is extremely competitive with small margin per product and premium positioning justifies the higher price point of DMM International product.

DMM International



"Everyone in their company either climbs, skis, snowboards or even all three. This meant they were easy to talk to about technical products, understood the functions quickly and could easily articulate and communicate the benefits. What I didn't know then was how much their experience in branding, graphic design and advertising would help us in the repositioning of DMM International. We are delighted with the results and the positive feedback we have had from all areas of our business is testimony to the skills of Fathom. They work hard, deliver on their promises and I am very happy to recommend them to any company which is interested in getting maximum value and results from their design and advertising agency."

Chris Rowlands, Brand Manager, DMM International

Breakthrough

A global specialist press print campaign was planned to announce the new positioning. Our client's competitor advertising featured images and testimonials of sponsored climbers using product. The imagery was not vastly different to editorial content and lacked impact as a result. We opted to create a clean, highly creative product based campaign, which achieved maximum stand out off the page and reflected the desired premium positioning. Product literature, website and exhibition presence followed similar lines although the nature of these communications meant there was more room for climber stories, testimonials and dramatic location photography to be included.

Buzz

The work has enabled the client to achieve a consistent presentation of the DMM International brand across a variety of media leading to heightened brand awareness and an extremely positive response by retail, distributors, press and end users. We continue to work with DMM International in the design and production of all their brand and product communications.







Let's talk. **We're here to help.**

To see how we can help you solve your current business communication problems, please call Paul Kennedy on 0161 274 3407

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