

Best Product Launch - CMA 2016

The award-winning Innofix Clip from Redland is a little product with a big launch and huge results. The product was developed with the customer at the heart of the R&D process and it was launched to ensure instant impact and immediate results.



Responding to market changes

Updates to BS 5534 in 2015 represented the most significant changes to roofing standards for a generation. By analysing the needs of customers in simulated training roofs the idea was born to create a tool-free clip. The new Innofix Clip required no tools to fix and could be fitted with one hand, making roofs 40% quicker to install

Thorough customer testing

Initial hand-bent prototypes were taken out of the lab and onto the roof and tested with roofers on real projects. This gave invaluable product feedback resulting in small tweaks to the design. When finished pre-production clips were again trialed with customers, the aim was not to perfect the product, but to understand its value and develop the positioning messages for launch.



Big integrated launch

The launch saw press advertising, social media campaigns, merchant point-of-sale displays, mini demonstration rigs, installation race video, dedicated microsite, eCDM campaigns and – most importantly – a hard DM campaign that put a clip in the post and in the hands of thousands of customers. All linked to the key positioning messages developed with customers.

Impressive results

Sales are up on budget and the Innofix Clip is winning construction innovation awards and winning over customers. More importantly, the launch won over a very sceptical sales team: *“Everywhere I go customers have our Innofix Clip mailing. It’s all anyone wants to talk about.”* *“It’s the best product launch we’ve ever done! It makes my job so much easier.”*