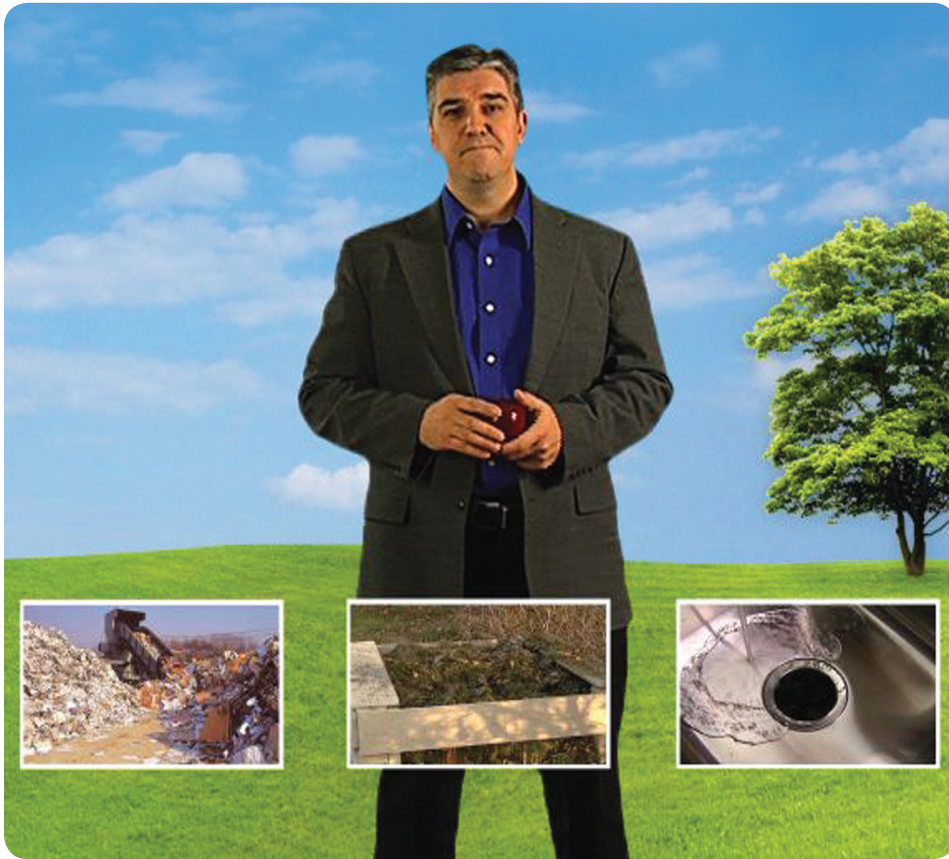


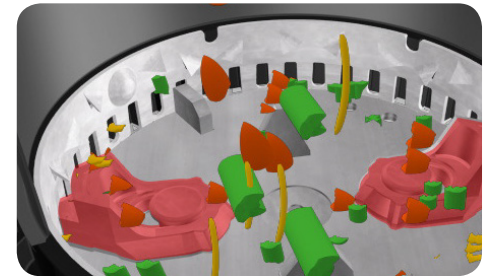
BUILD ONCE. USE MANY.

The key to consistent, efficient communications. Imagine you've been doing something the same way for decades. Then, you're told it's all about to change. You're discombobulated. Skeptical. Reluctant. Maybe even resentful. You don't want to have to learn something new.



Grind More. Hear Less.™

				
RAW CARROTS	PASTA	CELERY	POTATO SKINS	DRUMSTICK

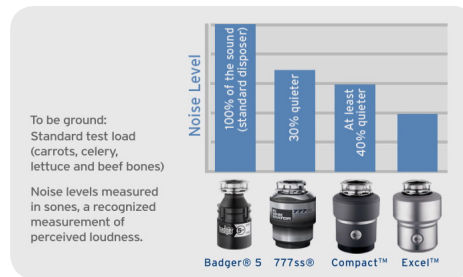


Such was the challenge for InSinkErator™, the world's largest manufacturer of food waste disposers. When it replaced its existing disposer line with all new models, the company knew it would have to overcome objections from people who had sold and installed the old products for years, and who knew them like the back of their hand.

The answer? Develop a long-term communications strategy that brings the new-product story and value proposition to life for each of your target audiences. Make it interesting, relevant and engaging. And most importantly, deliver the message to each audience in a way that's convenient for *them*. Build a web site for those who are comfortable with technology. For those who aren't, make the information available in print. Develop video, 3-D animations, PowerPoints, a kiosk, CD-ROMs and DVDs. Get the information in the right hands at the right time, in a way each audience member will embrace.

In other words, build once, use many.

Fullhouse got involved with the new product launch at the very beginning — before the product was even built. We started the strategy phase by identifying the target audiences including employees, plumbers, wholesalers and retail partners.



We then developed a content map that outlined what information each audience needed including how and when it should be delivered.

Using this plan, we developed a library of content pieces about the new product line that could be packaged together and delivered, as needed, to meet the unique requirements of InSinkErator's many audiences. It's an approach that's flexible, yet protects the integrity of the core product message.

And it's cost effective, too. Even after the initial product launch, modular pieces of content are still being used to support key messages as new communications are developed. And, parts of the program have been repurposed for another of InSinkErator's product lines, instant hot water dispensers.

Why reinvent the wheel if you don't have to? Our **"build once, use many" approach ensures consistency of message.** It's efficient. And it delivers your message when, where and how it's needed.

MOST IMPORTANTLY:

deliver the message to each audience in a way that's convenient for **them**

THE ANSWER:

Develop a long-term communications strategy that brings the new-product story and value proposition to life for each of your target audiences



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