



**CRE8TIVE LOGIC**

234 W. Clarke Avenue York, PA 17404

ideas@cre8tivelogic.com

717-718-2281

## CASE STUDY

**OVERVIEW:** Trola Industries approached us about creating a new image in the marketplace. The landscape in their industry had shifted, and it was time for the company to address this strategically and better position itself in a rapidly changing environment.

**PROBLEM:** One of the first things we recommend to a client requesting a rebranding initiative is a simple period of discovery which includes a SWOT. In essence, it's a situational analysis. We assess the competitive landscape, the attributes of key customers and suppliers, external messaging and perceptions, and we take an in-depth look at the company internally – both from a planning and operating standpoint.

With so much in automation, data analysis and even control systems moving to more of a cloud-based infrastructure, Trola found themselves in the middle of a comprehensive market shift. The need for rugged, high-grade control panels was waning and a surge in the need for the design and programming of automation systems was evident.

Through the SWOT analysis we discovered Trola was very deep, and in-fact quite well recognized for programming and developing automation, control and reporting systems. In spite of the reduction in manufacturing/producing control panels, we saw the opportunity to position the company as a provider, SME and leader in automating manufacturing environments of the 21st century.



**SOLUTION:** Trola was poised to pivot, but this would require repositioning and driving awareness throughout the market that the company was the go-to provider for custom manufacturing automation systems. A comprehensive communications plan was needed – all communications and every interaction with the market and current/prospective clients needed to readily indicate that the company's expertise resided in the automation systems design space. From a tactical standpoint we immediately began a comprehensive redesign or complete remake of the following crucial pieces:

- New logo and style guide
- New, far more interactive website
- A communications package to include:
  - Sales and service van wraps
  - Building signage
  - Letterhead redesign
  - Frequent White Paper publication
  - Frequent social media posting
  - Trade show booth/banners/graphics redesign

**RESULTS:** It has been a successful repositioning and the client is now well stepped in the design/development of automations systems. The company has successfully made the perceptual shift from being a manufacturer and supplier of hardware devices to a significant player in providing software and data services.