



HITACHI HOME ELECTRONICS

MARKETING CHALLENGE:

Hitachi Home Electronics was a relatively new arrival into the U.S. marketplace. Wide screen TVs were their prime focus. Their top-of-the-line, new Ultravision products had all the design features to meet the demand. Yet, Hitachi would still have to work hard to actively compete in a marketplace already dominated by more established, better-branded products including Panasonic and Sony. Further, HITACHI TVs were higher priced. Would the consumer pay more for advanced features when the products had not been proven in the consumer marketplace?

MARKETING OBJECTIVE:

Position HITACHI Ultravision as the most innovative, technically superior TVs with more performance and viewing quality than other the competition. Utilize the superior technological reputation of HITACHI, while brand UltraVision TVs as the new high-performance leader with more advanced features than other comparable TVs. To deliver the message, Broadus created the branding slogan – *Hitachi. The Difference Is In The Details.*

TARGET AUDIENCE:

PRIMARY: Dealers - Top Electronics Retailers **SECONDARY:** Wholesalers, & Distributors

CREATIVE STRATEGY:

The consumer would be convinced at the point-of sale by the dealers. Focus was placed on educating the dealer/retailers about the advanced technology built into every Ultravision TV. A multi-level program of collateral materials and point-of-sale devices were created to instill excitement in the dealers, as well as to provide them with the instructional information needed to 'sell' the consumer on the tech superiority and "details" inherent in the Ultravision products.

MEDIA:

A cohesive marketing package was created including training manuals, product guides, point-of-sale aids, direct mail, and retailer ads.

RESULTS:

First sales revenues exceeded projections by 8%.
Re-orders the following year exceeded projections by 11%.

