

CASE HISTORY

KraftMaid Launches Venicia, Bringing Best of Euro-Style Cabinetry to the American Market



Situation

KraftMaid Cabinetry is the world's largest cabinetry manufacturer and leading maker of semi-custom cabinetry. With greater than 90% total brand awareness among consumers in market for a new kitchen, the company receives brand exposure on television's top-rated home improvement shows and in today's most recognized home shelter magazines. Advertising, publicity and online initiatives support the brand to pull consumer traffic to dealer showrooms and build brand awareness through millions of impressions monthly.

Target Audience

Consumers: mostly female homeowners and home buyers in market for a kitchen upgrade.
Trade: interior designers, architects, residential and commercial builders.

Public Relations Challenge

KraftMaid is known for quality cabinetry of classic framed construction, which is the traditional way cabinetry is built in the U.S. To meet changing design preferences, KraftMaid was preparing to launch Venicia, an all-new, Euro-style line with strong modern appeal, tailored to meet American tastes. Venicia was the first semi-custom cabinetry available in the U.S. built using open-frame construction characteristic of European cabinetry. Previously, Euro-style cabinetry was available only as custom.

Brand strategy called for taking market share away from the custom cabinetry segment and expanding interest among consumers seeking a semi-custom option. Consumers in market for a kitchen upgrade rely on influential home improvement media for information. But the media needed to understand the differences between traditional, classic-frame and Euro-style open-frame construction to communicate the Venicia difference to their readers.

The robust product launch included three distinctly different door style collections, Lustra, Mirra and Natura, in materials ranging from real wood to high-tech thermofoil in 28 different doorstyles, 37 color and finish choices, a choice of Contempo steel or solid wood storage solutions and a blended cabinet box that strongly appealed to American tastes sold as standard rather than an upgrade.



Public Relations Tactics: Deskside Briefings

Met with 27 editors from 23 publications resulting in tremendous exposure and a successful launch of the Venicia product line. Agency arranged media tour, prepared presentation, press kits and provided editor gifts.

- *Woman's Day*
- *Woman's Day Home Remodeling*
- *Woman's Day Kitchens & Baths*
- *Woman's Day At Home*
- *Elle Décor*
- *Home Magazine*
- *Metropolitan Home*
- *Gourmet*
- *House Beautiful*
- *Real Simple*
- *House & Garden*
- *Architectural Record*
- *Kitchen & Bath Business*
- *Redbook*
- *Country Living*
- *House & Home*
- *Better Homes & Gardens Kitchen & Bath Ideas*
- *BHG.com*
- *Country Home*
- *BH&G Kitchen & Bath Products*
- *BH&G Kitchen Makeovers*
- *Midwest Living*
- *Ladies Home Journal (teleconference)*