

## A sub-brand makes your offer relevant



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**Cramo** is a company that is primarily well-known for machine and equipment rentals in the construction industry. A growing area of operation is the renting of movable modules that provide a solution for places such as schools and offices dealing with a lack of space.

### The challenge

Both within and outside the construction industry, Cramo is synonymous with rentals for machines and equipment as well as building barracks.

But modules for schools and offices fulfill a completely different function than barracks on construction sites, and the decision to rent them is made by an entirely different target group.

Ensuring that Cramo's modules wouldn't be associated with building barracks, and would instead be seen as a good alternative to permanent facilities, demanded a renewed thinking of their branding.

### **Analysis**

Customers have strict requirements when it comes to places like school facilities, and a module must offer usability, aesthetics and comfort.

Cramo's competitors are largely comprised of niche companies focusing exclusively on module rentals.

An analysis showed that the more niche a company was, the easier it was for them to reach customers with their offer. In other words, Cramo needed to clearly signal a niche offering of high-quality modules.

### The principle

To distinguish a product or service that is largely separate from your principal offering, it is often appropriate to employ a so-called "sub-brand." That is, a brand that is subordinate to your main brand but shows a clear relationship. In this way, the sub-brand can take advantage of the market awareness and reputation of your brand, while simultaneously showing that it provides a different type of solution.

### The solution

Using Pyramid's well-proven branding model, we created and named a new sub-brand, Cramo Adapteo, with a new promise: "Room for great days." On this

foundation, Cramo quickly established themselves as a specialist in the market of moveable module rentals for places such as schools and offices.

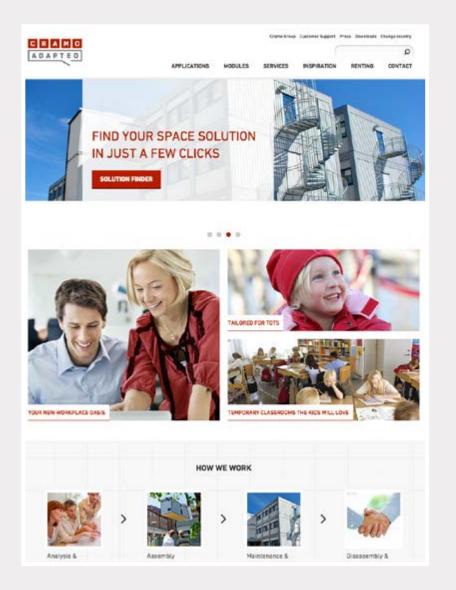
### Result

"Our module offering targets a completely different group than our equipment rental operation, and provides completely different benefits. With our new sub-brand, we have gone from having an overly diversified offering to becoming a sharp, niche actor, and the market has rewarded us."

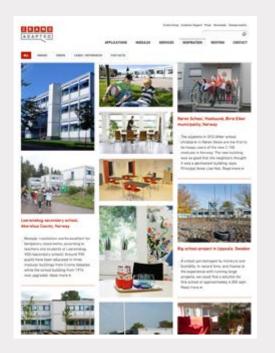
### Anders Collman

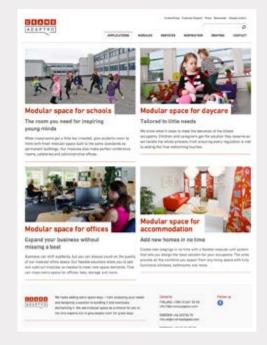
Director, Corporate Communications, Cramo

### Room for great days











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