

Case: Cramo

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



The homepage features a navigation bar with 'CRAMO ADAPTED' on the left and links for 'Applications', 'Modules', 'Services', 'Inspiration', 'Renting', and 'Contact' on the right. A search bar is also present. The main banner reads 'FIND YOUR SPACE SOLUTION IN JUST A FEW CLICKS' with a 'SOLUTION FINDER' button. Below the banner are four featured images: a man and woman working at a laptop ('YOUR NEW WORKPLACE DAS-IS'), a young child in a red hat ('TAILORED FOR TOTS'), a classroom of children at desks ('TEMPORARY CLASSROOMS THE KIDS WILL LOVE'), and a 'HOW WE WORK' section with four steps: 'Analysis &', 'Assembly', 'Maintenance &', and 'Disassembly &'.

A grid of project highlights with images and brief descriptions. Projects include: 'Baran School, Vestland, Bore Eker municipality, Norway' (a school building), 'Lørenskog secondary school, Akershus County, Norway' (a school building), 'Big school project in Lappeenranta, Sweden' (a school building), and 'Modular office space' (an office interior).

A grid of project categories with images and brief descriptions. Categories include: 'Modular space for schools' (a school building), 'Modular space for daycare' (children playing), 'Modular space for offices' (an office interior), and 'Modular space for accommodation' (a room interior).

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Pyramid Communication AB

Helsingborg

Box 1026 (Bergaliden 11)
SE-251 10 Helsingborg

Phone: +46 42 38 68 00

Fax: +46 42 38 68 68

Stockholm

Box 190 (Waterfront Building)
SE-101 23 Stockholm

info@pyramid.se

www.pyramid.se