

Case: Hiab

Quality and consistency build a strong brand

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Hiab is one of the world's leading suppliers of cargo solutions for vehicles with load handling equipment used in construction, forestry, manufacturing, and defense, as well as for waste management and recycling.

The challenge

Hiab is a part of the Cargotec group, which after several years decided to consolidate eight strong brands into a single, main brand. Reactions from customers revealed that this was not the best path forward. It became clear that they instead needed to find a solution that would both allow each brand to remain independent and demonstrate a connection to the larger group.

Analysis

An analysis of awareness and preferences in the market showed that a return to Hiab's eight, strong product brands provided a number of advantages. Each respective brand could communicate its own unique benefits, but it was also important to show that they belonged to a common group.

The principle

Strong brands are built on consistency in profile and message.

Hiab received a new, visual profile that shows a clear relationship between the company's eight different brands. A shared brand promise, "Built to Perform," was developed as a connecting force in the communication.

The solution

The new identity and customer promise now permeate everything that is communicated within the organization through a comprehensive VIG (Visual Identity Guide), films, seminars, etc.

The profile and brand promise is also a common thread throughout all external communication.

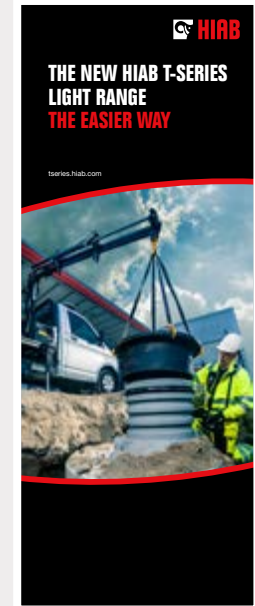
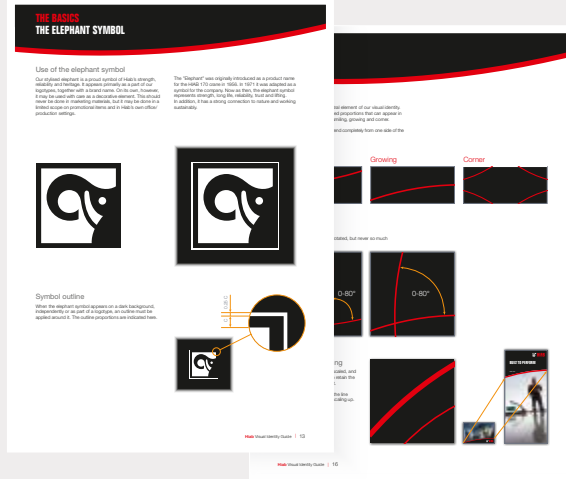
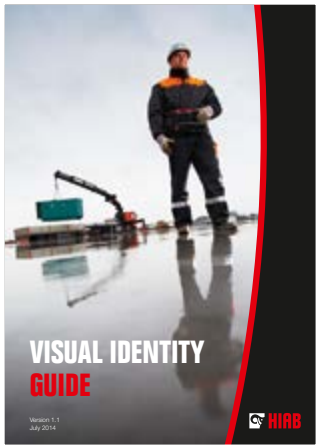
Result

"It was great to experience our competitors' reaction when they visited our trade fair booth and exclaimed, 'Shit, we're in trouble.'"

Clas Thott

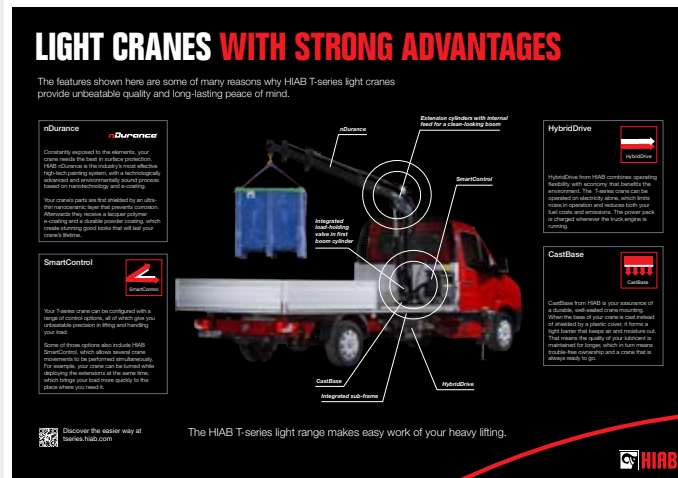
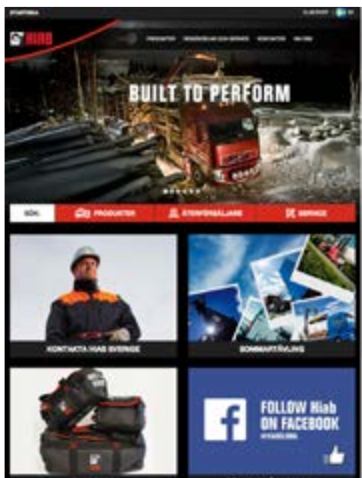
Vice President Marketing, Hiab

Built to perform



“Back in black”

A powerful graphic profile in black and red with the distinctive elephant as a common denominator.



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We build strong brands by creating conspicuously profitable, boundless communication solutions for international companies who have high ambitions and entrepreneurial spirit. Pyramid has been ranked as Sweden's best B2B agency for 10 years. Webbyrån Petra was ranked as Sweden's best digital agency in 2014.

Do you share our ambitions to become a global winner? Let's meet and discuss how.

Some of our customers:

| | | |
|----------------------|-------------------|--------------|
| Alfa Laval | Helsingborgs Hamn | Norden |
| Assa Abloy | Helsingborg | Perstorp AB |
| Awapatent | HemoCue | Posten Norge |
| Bluetooth | Hiab | Rapid |
| Borgestad Industries | Höganäs AB | Ruukki |
| Bostik | JBT Corporation | Rydahls |
| Bring | Kalmar | Saab |
| Contura | Lantmännen | Safmarine |
| Diab | Lindab | Sandvik |
| Duni | Maersk | SSAB |
| Ecophon | Medius | Stora Enso |
| Enfo | Midroc | Sulzer |
| Green Cargo | Munkfors | Tetra Pak |
| Gyproc | Navetti | Valmet |
| Haldex | Nederman | Yara |



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