

XXX sharpens up its image

We're "Passionate Experts" - with this powerful, dynamic slogan ("Experten aus Leidenschaft" in German), XXX sets itself apart from its competitors. In a fiercely contested market, XXX doesn't just rely on hard facts - it also draws on emotional aspects. An analysis of the company's image in early 2012 confirmed that the slogan had enormous potential. It's a good reason to take a look back at the XXX brand and to consider its future.

"We will continue to develop our brand identity as being passionate experts. Customers, employees and partners perceive us as trustworthy and innovative." This was the goal that XXX set itself in its strategy, beginning with the 2007/2008 financial year. The management saw creating a trustworthy brand as an important and indispensable pillar of a new strategy, which aims for strong and profitable growth. The driver was the fact that a strong brand can significantly influence purchasing decisions.

How the motto was created

The work on the brand image began in 2008. Up until this point, XXX had always emphasised its technical expertise in its communications. The brand identity was product-oriented and its external image came across as rational and factual. But in the direct sales industry for small parts, tools and consumables, this kind of brand identity no longer serves to distinguish XXX from its competitors. The reason is that competitors are pursuing the same strategy, with each of them trying to highlight their technical expertise. This similarity in strategies makes it difficult for all vendors to communicate the differences between their products and to launch genuine innovations profitably.

After gaining these insights, XXX decided to re-think its brand identity. Extensive analysis brought together findings from surveys of customers and potential customers, as well as the feedback of all managers and divisional heads in the holding company. Following this, the brand essence was redefined. Customer surveys confirmed again and again that XXX did not just stand for technical expertise, but also for partnership and affinity. It was recognised that XXX differed from the competition precisely because of these emotional values. The slogan "Experten aus Leidenschaft" ("Passionate Experts") was born. The new goal was to become the industry's most likeable player.