



Remtron

Building a “Gorilla-Tough” Brand Against Dominant Competitors

The Challenge:

Remtron, a manufacturer of radio remote controls for industrial applications, was the first to market with a 900 MHz product line. Remtron’s challenge was to create a brand with strong appeal to end users and a position that was completely distinct from their competitors – in a category where two dominant players command a 95% share.

OnRamp’s Solution:

OnRamp developed a brand identity and positioning centered on the issue users cared about most – reliability. Research clearly indicated

that customers care most about ruggedness and durability, and they have little interest in how or why the product works – the technology – just that it does work and that it will stand up to on-the-job use and abuse. The core brand promise of reliability was backed up by the offer of an unconditional money-back guarantee and a no-risk trial period.

Results:

Remtron achieved unprecedented sales - their factory was overwhelmed with orders - and took market share from their dominant competitors.

