



TO BRING A ROOM TO LIFE, OPEN UP THE IMAGINATION.



In the midst of the booming home makeover movement Americans raced to change their rooms, literally, overnight.

Only the rush on carpeting was a slow and quiet march. The marketplace had changed.

Traditionally, the first step to introducing color to a room was carpeting. Only now people raced for paint overlooking the biggest canvas of all, their floors.

Honeywell Corporation, the new owner of AnsoNylon family of carpet brands, called in Kleber & Associates. Our task was to provide marketplace intelligence and grow their share of the home makeover movement.

Carpet industry consolidation had pushed major brands into a largely undifferentiated commodity situation.

We constructed a program to invigorate a brand in trouble and re-claim the position in consumers' minds that carpet introduces color.

The plan went wall-to-wall. From ads that also served as showroom point of purchase displays to a logo upgrade that better defined and gave impact to the brand.

A broad spectrum of public relations efforts established brand meaning via an expert color council. Instead of the old-fashioned approach of pitching component yarn formulations, K&A brought together pros in the studies of colors, textures, fabrics and interiors.

Our integrated campaign engaged consumers at the point of sale as well as creating points of inspiration. The result has followed the theme, as carpet has once again become a Foundation of Great Design.

THINK. ACT. BELIEVE.

How people approach interior design projects has changed. There is mass media encouragement for new takes on rooms. People want to play. Feed their desire for change via carpet as a critical element to work with and not around. The floor's first in color.

