

SQUARE D IS A BRAND HIDDEN IN MILLIONS OF AMERICAN HOMES. THEY WANTED TO STAND OUT IN SOUTHERN LIVING.



If you're an electrician Square D is a big brand name. If you're a consumer or contemplating a dream house, the name is not so big.

In fact, most non-electricians who recognize Square D have vague thoughts of a gray metal thing somewhere. Or they think, "Fusebox?"

Since home electrical systems are only becoming more and more complex with the promise of even greater sophistication Square D knew they had a classic consumer marketing problem. A product everyone needs but no one recognizes or ever thinks about as having any meaningful difference.

Enter consumer advertising. Enter the classic solution, consumer advertising. Square D would run a campaign in Southern Living magazine as part of their partnership with the major real estate development operated by St. Joe Company in Northwest Florida.

THINK. ACT. BELIEVE.

Pride is highly motivating. How to create a brand presence for a product made to be invisible? Develop a personality that appeals to emotion. Square D offers the best of being up-to-code and up-to-technology.

WE WEREN'T THEIR FIRST CHOICE.

Truth is, Kleber & Associates came in after Square D's trade advertising agency produced two other attempts. Now we handle their consumer advertising.

In the first week the ad we produced ran (it's the one the right) their website had a whole bunch (by factors of 10x) more traffic than ever.

Our goal was to establish Square D as a peer to the gadgets and brands people love to play with, rely on and show off. Most of which plug into a wall.

Now consumers had something to think about (and in our case maybe think to ask their builder about) on both sides of their wallplugs.

The best stuff in your house plugs in. Make sure it plugs into the best stuff.

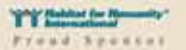
In today's lifestyle there's a cord behind everything. If it reaches an outlet you're happy. Yet it's behind that outlet where thinking about your home's electrical system should begin, not end. With Square D® you'll have an electrical and networking system as advanced as the stuff you plug in. If you're remodeling or designing a home, it's as easy as remembering to ask your builder or electrical contractor for the latest in Square D brand products including whole house surge protection.

www.squaredhomenetworks.com

We know you're not thinking about your home electrical system. That's okay.

The more of these you receive the more you should think about what's behind them.

The leading name in home electrical protection is as easy to remember as it is to spell.



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