

Evolving from a Building Material to Health and Wellness

Mr. Steam Steamtherapy Repositioning a Brand



mr.steam® brand identity standards

Mr. Steam® has a new visual identity and brand architecture with restructured names for product lines and even some products.

The success of a brand identity depends on its consistent use. Like the product values it represents, the Mr. Steam® identity relies on strict adherence to specifications, materials and quality standards. These basic building blocks for a powerful and effective brand identity are given in the following pages.

mr.steam®

- ENGAGEMENT:**
- Media Planning
 - Print Ads
 - POP
 - Brochures/Pricebooks
 - Video
 - Brand Standards
 - Press Kit
 - e-Blasts
 - Banner Ads

Situation

Established in 1917, Mr. Steam, a division of Sussman Automatic Corporation, was revolutionary in its use of steam, including producing boilers for the military. Eventually, Sussman wanted to bring the luxury and benefits of a steam bath into the home, and Mr. Steam was

created. Although the brand soon became a category leader, the product was typically an afterthought at the dealer level. And most consumers had little awareness regarding the benefits of steam, so it didn't occur to them to request a steam shower when designing or remodeling their bathrooms.

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Mr. Steam Re-branding Campaign



Challenge

Mr. Steam desired to educate consumers and drive awareness of the health and wellness benefits of an in-home steam shower. In popular culture, personas such as “yoga mom” were gaining traction and a focus on organic living was becoming more mainstream. K&A was appointed to market Mr. Steam’s holistic healing properties to help increase homeowner demand within the plumbing channel. We conducted research with plumbing contractors and developed a campaign theme of “Whatever She Wants,” validating the influence of the brand’s primary target audience – the Chief Purchasing Officer of the Home.

Approach

Health and wellness benefits of a steam shower (respiratory, skincare, physical wellbeing, holistic healing) were identified for use in branding strategies and messaging. The “Steamtherapy” brand was trademarked and K&A expanded the concept into a new website, informational videos, product packaging and a consumer focused magalog that was distributed in decorative hardware and plumbing showrooms.




Brochure

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Mr. Steam Re-branding Campaign



A Little R&R for Father's Day



Father's Day is June 21, and we know exactly what Dad needs...



Give Dad the gift of relaxation for Father's Day. Mr.Steam's towel warmer collection turns every shower into a day at the spa.

Mr. Steam's 200 Series Towel Warmer Collection is stylish, functional and affordable, the innovative series features six models and designer finishes that complement any bath, spa and exercise room. In addition, Mr.Steam offers the ultimate in comfort and luxury with an aromatherapy oil well that releases essential oils, soothing the mind and awakening the senses...we have a scent to match Dad's every mood.

Protected by a consumer friendly 5-year limited warranty, Mr.Steam provides customer satisfaction and exclusive remedy to the purchasers. For more information about Mr.Steam's latest towel warmers, visit www.mrsteam.com or call 800.76.STEAM.

mr.steam®
www.mrsteam.com

To learn more about Mr.Steam visit mrsteam.com or, contact Kate at kgriffin@kleberandassociates.com

Results

The rebranded Steamtherapy® campaign helped to grow consumer desire for steam showers, resulting in increased dealer sales for both new and renovated bathrooms. Website traffic and time spent onsite at dealer show-rooms increased threefold. And the campaign was recognized by a jury of peers with the prestigious MarCom Platinum Award.

How can repositioning a luxury brand heat up sales?

<https://kleber3v.wpengine.com/case-studies/repositioning-a-brand/>

E-blast

“ Throughout the years we have worked with K&A, they have continued to impress us with expertise and insight into emerging market trends, consumer research and enlightening, sometimes more than interesting ideas. The team is knowledgeable and energetic and shows passion for our company and our success. K&A is a great partner and it's nice to be home.”

- Charles Monteverdi, President