

CASE STUDY: PATTEX

Industry: Consumer

Rationalise, simplify and seduce, globally

In 2009 the Henkel Adhesive Technologies division set up a new brand strategy policy capitalising on its four global brands (Pattex, Loctite, Pritt and Ceresit). As such, Henkel AC was seeking a powerful agency network to help realise its ambitions globally. We were asked to act as a strategic partner for the Pattex global relaunch by creating a unique graphic identity in the adhesive market – one that was brand focused and simple for the consumer.



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Be bold!

Through adopting one strategy and identity approach across six regional brands, the global relaunch of Pattex achieved brand rationalisation and harmonisation.

The new graphic identity for Pattex was created after running international strategic audits and consumer research. The end result is modern, unique and striking, allowing flexibility across 20 brand sub-categories targeting DIYers and professionals. In some regions where the Pattex brand did not already exist we developed a unique methodology which allowed us to roll out the brand positioning and graphic equities across strong, local brands, without losing cultural relevance. Over the course of one year we ran insight workshops in six countries, hand in hand with our client. In doing so, we were able to successfully converge the local brands and consolidate the brand portfolio to strengthen their new 'multi-solution provider' positioning.



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“A key partner in the international redeployment of Pattex”

After testing, it was found that the extended brand message and the new identity designs were being received positively – Pattex was being seen as much more unique, modern and accessible.

“The contribution of The Brand Union has been vital to complete the overall project. Initially charged with a ‘simple’ packaging redesign, they became a key partner in the international redeployment of Pattex. The Brand Union now operates in design developments, structural design, team training and innovation processes. Our collaboration with them is a benchmark which we try to expand across our other brands.”
– Guy Boone, VP, Henkel Adhesive Technologies.

