

## QUADRANT CASE STUDY

### PROPOSITION DEVELOPMENT

# B/S/H

#### The challenge

Bosch Siemens (BSH) is a joint venture in domestic appliances and one of the top branded manufacturers worldwide. BSH was concerned about the performance of Siemens in the UK, as it had a niche position with distribution and sales well below expectations for such a powerful brand in other markets.

Quadrant was given the challenge of developing a brand and channel strategy, and proposition, which would significantly increase the brand's turnover and profitability, without having a negative impact on Bosch.

#### What did we do?

Analysis of the market and opportunities suggested that there were two options to achieve BSH's growth ambitions, with the main difference between them being time. We recommended a more gradual brand build and a multi brand approach and this was approved by the UK Board and German joint venture parent.

Research was conducted amongst target consumers and retailers to test the proposed strategy and assist in the development of the brand proposition. Technical excellence and quality, from Siemens, were assumed, so the proposition and positioning were based on a product range with more creativity and flair than was the norm in the market.

We proposed a clearly defined brand relaunch and chaired a project team to make this happen.

#### What was the breakthrough for BSH?

As the Marketing Director clearly stated, the main breakthrough was the cross functional team, which resulted in a strong story for the trade, integrated product and marketing support and a highly successful relaunch.

*'As well as tackling strategic issues with great professionalism and insight, Quadrant also undertook the task of managing the brand repositioning process and co-ordinating the re-launch package. For me, the real breakthrough was their initiative in forming and chairing a multi-disciplined project group – a first for us in our new centralised structure'*

**Juergen Griebisch**  
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