



**CHALLENGE**

**KNAACK** is the leading construction job site storage brand owned by Emerson Electric, a \$19 billion holding company. **KNAACK** enjoys huge preference with commercial contractors, and commands a significant price premium. But sales growth stagnated.

**SOLUTION**

**KNAACK** continues to reinforce a premium positioning to existing customers, while building equity with new prospects unfamiliar with the brand. A brand advertising campaign supports this goal, while reinforcing the brand's tagline. **KNAACK**®. Always on the Job™. Market research confirmed interest and believability of campaigns.

Target marketing to construction verticals drive new customer acquisition. **KNAACK** continues to be the market leader.