

Most Innovative Marketing Program

Small/Medium Manufacturer (sales less than \$100 million)

Marketing Launch

Avonni Windows & Doors, Wilkesboro, N.C.

Introduced by A&H Windows as a separate, upscale product line, Avonni Windows & Doors provide the unique ability in the industry to match colors and styles for every opening of a home. Builders can use one company to fulfill window, patio door and entry door specifications. To communicate the Avonni message, the company developed a full marketing program, starting with the creation of the product name and logo design.

The Avonni marketing program encompassed numerous elements essential for the product launch to communicate to customers and prospects—custom builders and architects, primarily. In addition to a distinctive new name and logo, a key element was a separate Web site, that features an interactive window and door builder, illustrating different color and trim options available against a choice of home exterior styles, as well as an architect library of downloadable CAD-ready files. The Avonni launch included a new trade show kiosk and booth design, targeted advertising campaign and public relations. The resulting program provided focus and recognition of a new brand and key awareness for the Avonni product line from a reputable and trusted company, A&H Windows.

The black background marketing theme Avonni used in launching its brand goes across all media and materials.



A new product line, separate of its parent company, Avonni needed new marketing materials of all kinds to communicate its message.