OnRampCommunications
IntegratedMarketingStrategies

Semflex

Leveraging Untapped Brand Assets For Competitive Advantage

The Challenge:

Semflex was, at the time, a privately-owned custom cable assembly house for niche applications, and they wanted to increase sales and market share. They competed in a largely regional business with little differentiation and low barriers to competitor entry. The critical success factors in the market were price and on-time delivery.

OnRamp's Solution:

OnRamp identified the company's greatest untapped brand asset – their proprietary coaxial cable manufacturing technology that rivaled the world's best in select performance characteristics.

We leveraged this key asset to re-brand Semflex as a high-performance cable manufacturer that also builds cable assemblies. We built an integrated marketing campaign around the theme "The Difference Starts With the Cable" and delivered it through trade advertising, public relations/ publicity, and trade shows.

Results:

The campaign enabled Semflex to achieve their immediate objectives – increased sales and market share – and also helped improve gross margins. The campaign also served as a rallying cry to re-energize the Semflex sales force.