

IBEW

Opportunity

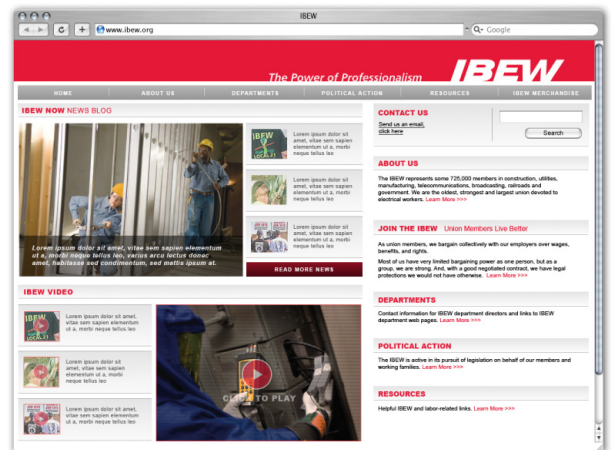
The International Brotherhood of Electrical Workers (IBEW) Local 292 in Minneapolis and Local 110 in St. Paul, along with their National Electrical Contractors Association (NECA) signatories, were facing an increasing loss of market share, in part due to negative union stereotypes and a lack of external marketing of IBEW's services. How do you launch a communications program to differentiate IBEW workers from non-union workers, and help regain market share?

Insight

LaBreche helped IBEW launch an integrated brand communications campaign to capture the essence of IBEW. The campaign placed emphasis on the high level of skill, knowledge, expertise and professionalism that IBEW brings to job sites, and our team designed a new logo to give their identity a more progressive and modern look and feel. LaBreche identified key foundational elements needed to market IBEW services including a sales brochure, a shared homepage, a job site signage campaign, and a public relations campaign.

Outcome

LaBreche received praise for successfully bringing forth a thoughtful and practical campaign that meshed with the size, politics and complexities of the organizations. Public relations efforts have been successful in garnering an average of three positive clips per month about IBEW, and approximately 13 million impressions over a two-year period. IBEW has developed relationships with key media important to their cause, including Electrical Contractor Today, Electrical Contracting Products, and the local Business Journal and Minneapolis Star-Tribune.



500 Washington Ave S, Suite 2020
Minneapolis, Minnesota 55415

T 612.338.0901
F 612.338.0921

www.labreche.com

La BRECHE