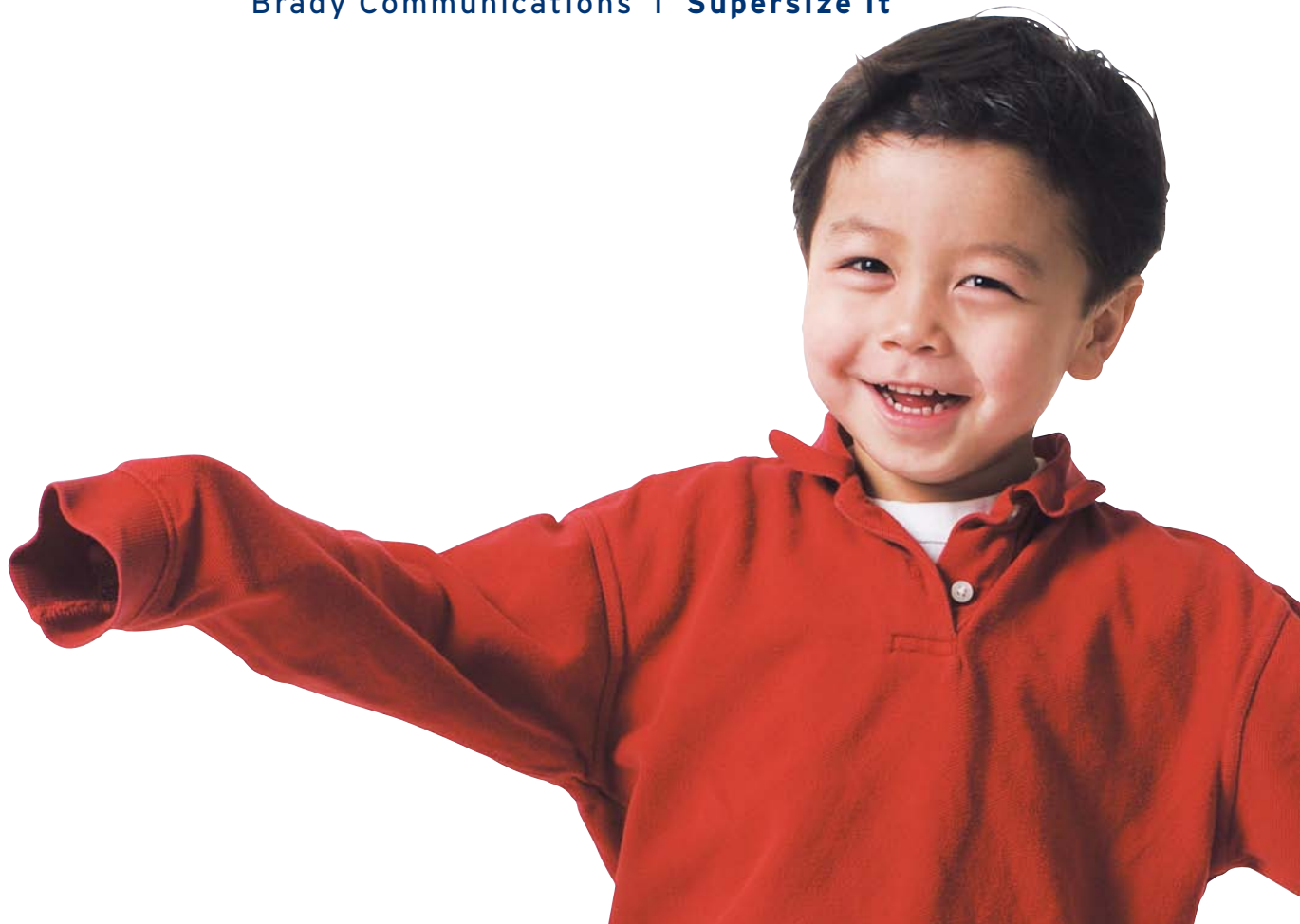




Brady Communications | Supersize It



Meeting oversized challenges.

Founded in 1915, Hedstrom Corporation is one of the nation's premier manufacturers and marketers of children's toys and outdoor recreation products. From traditional spring horses to extreme sports equipment, Hedstrom partnered with Brady Communications to create powerful brands with cost efficient packaging to boost sales.

Working with the product groups such as Trampolines, Game Tables, Spring Horses, Gym Sets, and Extreme Sports Equipment, Brady Communications faced some very large challenges...literally. With boxes as large as 14' and "warehouse shopping," oversized packages were no longer in the storage room; they were on the shelf in front of consumers.

Packaging at point-of-sale effects the most fundamental interaction between the customer and the brand and can be a powerful marketing tool. Effective packaging attracts a consumers' attention, conveys product features and ultimately helps conclude the purchase decision in the store.

Point-of-sale packaging is especially challenging when you consider the size of Hedstrom's products. Creating good packaging on such a large scale required a special blend of printing knowledge, cost analysis and smart design. When applied in the right combination, the end results can be bigger than life.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.



Traditional Approach

When redesigning Hedstrom's Spring Horse line, research showed the company's heritage and tradition of crafting spring horses was perceived as important to the buyer. Applied to the package face with offset lithography, we combined hand tooled illustration, nostalgic imagery and creative copy to reinforce the hand-made character of the horses.

Our 2 Cents

The previous trampoline line of packaging used direct print with litho labels, but lacked shelf appeal and was expensive to produce. Through careful cost analysis combined with printing expertise, we were able to provide a 5-color direct print solution. The result? More effective packaging that was 2 cents cheaper per box.





Evolution of a Design

The process of designing a package requires exploration of a wide range of options. Virtual 3D designs help make this exploration efficient both in time and costs. This particular evolution demonstrates the creative process behind the Factor X[®] launch of the first product in the Advanced Skatepark Equipment (ASE) line—a Quarterpipe.



Kids Are Us

To meet the challenge of selecting kids for the many packaging projects, our firm developed a custom database of “real” kids from the local area.



Printing Expertise

Expertise on printing helps ensure that the designs become reality without compromising quality or costs.





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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www.bradycommunications.com

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