CASE STUDY

Transforming the world of standard silicones through simplicity

Dow Corning Corporation, a leading maker of silicone-based materials used by manufacturers in a wide variety of applications, introduced its web-enabled, self-service XIAMETER® brand in 2002 to address emerging customer needs for a more efficient way of procuring high-quality, reliable standard silicone products at market-based prices. Instead of working through a representative to place orders, as is typical in the specialty chemicals business, the pioneering XIAMETER® model enables customers to go online to easily purchase their materials—and save time, money and effort in the process.

In 2009, after steady growth, the XIAMETER brand expanded its business model, including a broader product offering, more ordering choices and availability through distributors. To generate awareness and build understanding of the XIAMETER brand’s benefits and enhancements, the brand needed an integrated campaign that would target buying-center influencers and decision-makers in key vertical markets served by the brand. The program also needed to better connect and relate the XIAMETER brand to the Dow Corning® corporate brand, a relationship that was not widely understood in the market.
### 2009: Relaunching the XIAMETER brand

As a first step, to ensure the brand look and feel remain consistent and focused in all work seen by prospects and customers, a comprehensive visual identity system was created to define brand standards in key usage situations.

With the look and feel established, we then created the global brand relaunch program including print, online and literature components, translated into executions for markets in Asia, Europe, India and the Americas.

A three-ad series in vertical trade magazines and industrywide horizontal publications highlighted relevant selling points, establishing the distinct copy tone and illustration style that connotes the advantages of simplicity and self-service.
Dow Corning, you get:

- A XIAMETER brand easy for standard and global product availability
- High-quality silicone fluids, specialty silicones, the technical service. With more than 7,500 customized solutions including our expert advice on how to pronounce the name.
- Reliability, proven performance
- Security and convenience
- Competitive, market-driven prices

Buying options that let you adjust formulation requirements and global product availability to changing needs for value,–

Dow Corning, you get:

The most efficient option for buying standard silicones can be found online thanks to Dow Corning.

For everyone... everywhere

–

All the standard silicones, at your fingertips.

It’s simply the most convenient and efficient way to buy the standard silicones you need.

$2,100

Can address your toughest challenges.

–

Dow Corning Corporation

Web: xiameter.co.kr

On the guided tour and register.

Literature included an introductory brochure that covers the selling points of the XIAMETER model and its benefits to distributors. Online banners seen on vertical industry websites invited users to the XIAMETER brand website to take the guided tour and register.
The completely redesigned XIAMETER brand home page keys off selling messages and creative seen in all the other elements of the program. The site includes a Flash “guided tour” that covers everything users need to start searching, comparing and purchasing their standard silicone products.
2010: Focusing on customer efficiencies

In the second year of the relaunch, we continued to build market awareness and preference, while shifting the focus of our messaging to the four key benefits considered highly relevant to our target audiences: saving time, gaining more control of inventory, realizing cost efficiencies, and optimizing cash flow.

A follow-up series of print ads and their accompanying online banner ads, translated for global markets, extended the look and feel of the initial creative work as it focused attention on the efficiencies made possible by the XIAMETER brand.
Enhancements to the XIAMETER website included a self-directed "interactive conversation," created to give users a more-detailed view of the most-important business benefits made possible by procuring through the business model.

Various pages from the interactive conversation

Welcome

Click to get started

Let's get into the aspects most important to you:

- give me more time in my day
- saves me money
- make better decisions in inventory management
- improve cash flow management
- get to choose

Things like saving you time,
And to help inform and educate employees about the XIAMETER brand, while also driving home the differences and linkages with the parent Dow Corning brand, we created employee outreach tools including a series of feature stories in the internal web portal, and table tents and posters celebrating the employees’ success in growing the XIAMETER brand during its two years after the relaunch.

Results to date have been impressive. The integrated program has helped the XIAMETER brand meet and exceed its goals in influencing both awareness and understanding, and importantly, sales volume through the site has far exceeded expectations for this stage of the relaunch.