

Stanley Black & Decker was formed in 2010 after the merge of two great companies: Black & Decker, and Stanley works. With a hundred years history, Black & Decker has been a global manufacturer and marketer of quality power tools and accessories, hardware and home improvement products, and technology-based fastening systems. While Stanley works, since its establishment in 1843, has become the leader in delivering the hardworking, innovative, powerful tools that help professionals around the world build, repair, and protect the world's most valuable things. The various categories include hand tools, doors, locks, hydraulics and etc. The combination of the two companies has made our brand-new Stanley Black & Decker a professional industry solution supplier to solve most problems in the general industry.

Since the brand awareness of both brands - Stanley & Dewalt (the professional power tools brand in former Black & Decker) are still not strong in china, we've decided to invest more in increasing the brand awareness and brand image. And Beijing Airport has become one of the perfect places to catch this target.

The place was selected due to its high traffic and its matching target recipients. As the China's largest airport, Beijing Airport has continued to increase its flow in 2010. The figure of the passengers reached about 22.7millions in the first four months of the years (with the ACI report). Besides, in China markets, people who travel by air, no matter business trip or personal travel, usually belongs to the middle and middle-up level group, which perfectly fits for our brand positioning for both Dewalt and Stanley.

The project was finally realized as Beijing Airport 3D program. As one of the most popular technology, 3D will enable our brand and products shown up in more vivid ways and impress the recipients deeply. Our general manager, Mr. Ted wan gave us fully support on the program. We contacted the airport adv. agency, signed the contract and made them come true within one month. Both Dewalt and Stanley appear on the 3D LED in Beijing Airport.

Up till now, the result is encouraging. Our customers & colleagues are very exciting and surprising to know it happen. This has greatly increased their confidences in expanding Dewalt & Stanley business in China markets, since no other brands in the industry has made such adv. in such high traffic place as BJ Airport. Also, together with other branding activities, the feedback from our sales guys and customers are very positive, the most obvious feeling from our sales guys are that the business becomes much more smooth since more customers(existing or potential) know our brand and consider them high quality product brands.

As a whole, the Beijing 3D program is a good start. We'll try to find more good chances for branding as this program in the future.