

# A Theme Crafted with Confidence

Wildeck needed a theme to rebrand themselves by



**Company** | Wildeck

**The Goal**

Wildeck needed a new central advertising theme to promote and capitalize on being the preferred brand of storing (mezzanines/work platforms), lifting (VRCs) and guarding (safety) products in the material handling industry.

**The Execution**

The LePoidevin creative team conceived the new theme, *Crafted with Confidence*, as a reflection of the company's pride in craftsmanship and commitment to excellence while maintaining its brand promise—to deliver solutions that best meet their customers' needs. We produced several ad sizes and formats to conform to a wide variety of placements.

**The Results**

Fantastic! That was the one-word description Wildeck's president used to describe the campaign theme and accompanying ad, which was different, powerful and stood out in the publications.