

Caesarstone, owner of the international brand Caesarstone®, has redesigned its brand architecture, enhanced its position and its values definition and transformed it into a means for self-expression that facilitates the fulfillment of design dreams

Caesarstone was founded in 1987 in Kibbutz Sdot-Yam. The company manufactures quartz surfaces for a variety of uses and suggests a solution for various applications. Caesarstone's quartz surfaces are resistant to heat and cold, do not crack or peel, are easy to clean and maintain and can be adapted into various shapes, including by bending.

Caesarstone was the first company in the world to use natural quartz, one of nature's strongest materials, as a main component in its surfaces, thereby creating a global revolution in the work surfaces market.

The company develops thousands of designs, hundreds of prototypes, and different textures and patterns that meet the needs of international markets, global trends and customer preferences.

One factor that enabled Caesarstone to achieve its Superbrand status in Israel is the development and implementation of the 'value chain' in the Israeli market. This model enables an encounter between the end customer and Caesarstone throughout all phases of the value chain – distributors, fabricators, kitchen and bathroom showrooms, architects and designers, contractors, and eventually – the end consumer. A dedicated salesperson is assigned to each phase of this value chain, and works to accommodate all their needs.

Caesarstone's value chain model was developed in Israel, and successfully implemented by most of the company's distributors and affiliates around the world. Nevertheless, Caesarstone still strives to reinforce the brand by direct contact with the end consumer, through advertising and marketing channels.

Caesarstone is distinguished by various brand advantages including innovative design, uncompromising quality, service excellence, post-sale warranty and a range of colours and collections that provide a solution to all target audiences. Caesarstone surfaces also meet the very highest world standards. In the Israeli market a service center operates 24/7, and has a team of standby technicians.

The Competitive Environment

Caesarstone is a dominant brand in the Israeli market. The brand, primarily overseas, competes with international quartz surface manufacturers, as well as alternative products such as natural stone, wood or laminate.

Over the years, Caesarstone has established its global status as a leading international brand in the quartz surfaces market, gradually replacing surfaces made of other materials.

In the past, the company's worldwide distributors used the Caesarstone brand language as they saw fit, implementing

different logos and designs. The main marketing message largely focused on the product's features rather than the end benefits. A main part of the branding process was to define its goals and set rules regarding the use of the brand and its presentation.

The Marketing Challenge

In order to strengthen the brand in both the international and the Israeli market, the company redefined its brand architecture. This was done through enhancing its brand positioning, defining its precise values, and translating it all into a unique language that would differentiate the company's advantages and benefits in the minds of the various target audiences.

The Creative Solutions

In 2010, Caesarstone's marketing headquarters, in conjunction with its major subsidiaries and distributors around the world, launched a new brand strategy. A British branding company was hired to create a new positioning and a unique brand language that would be used by Caesarstone around the world. The company aimed to find a story that consumers could relate to, be inspired by, but which has not been explored or used in the quartz market.





www.caesarstone.co.il



In addition, it was decided that 'Caesarstone' is now to become the superbrand under which the four collections would be marketed, rather than branded separately.

The various collections enable the different audiences to express themselves according to their design needs and preferences.

Today, Caesarstone offers four collections:

CLASSICO – the classic colour collection, available in a wide range of colours and textures.

MOTIVO – the patterned textured collection, incorporating a sculpted pattern texture into the surfaces, (e.g. crocodile, lace, braids and stripes).

SUPREMO – the one of a kind collection that balances a unique technology with design and has a natural, exclusive look that retains quartz's natural properties.

CONCETTO – the semi-precious stones collection, handcrafted made of cut and bound semi-precious stones, creating a unique surface with distinctive hues and shades.

The rebranding was assimilated in all of Caesarstone's markets: starting with unified television commercials, and advertising materials through point of sale tools and online tools, all of which comply with the new brand book. In addition, the company expanded its online operations, and launched an iPhone application that provides consumers with access to application galleries and the product catalogue, where they can view and buy.

The new iPhone application enables consumers to

Things You Didn't Know About Caesarstone

- Caesarstone surfaces are comprised of approximately 87%-93% natural quartz aggregates with pigments and polymer resins.
- The surfaces are stronger than natural stone, such as granite, and are four times as flexible.
- Caesarstone slabs are currently used in a variety of interior spaces, including kitchens, bathrooms, sinks, stairs, countertops, wall cladding, floorings and more. Caesarstone surfaces are used in both private and commercial facilities.
- Caesarstone is a leading brand in Israel and in many other countries, such as Australia, Canada, South Africa and Israel.
- Caesarstone Israel is the only market where the company allows the logo in English to appear alongside the Caesarstone logo in the local language.

The process of creating the new branding strategy included a complete analysis of the company's product line, examination of the consumer's buying habits along with their opinions and the competitor's marketing messages. The analysis revealed that one of the strongest trends in the world today is the need for self-expression, individualism and personalization.

Therefore, the message decided upon was that Caesarstone is the ultimate surface that can enable everyone to express themselves in any way they choose. Changing the marketing message was a transition from communicating the product's functionalities to a rather emotional dialogue that better links the consumer to the Caesarstone brand. The practical outcome of the process was the creation of a new brand language, as a redefinition of brand values being: top quality, innovative design, global/local focus and inspiration. Underlying the brand promise was the concept: "Caesarstone helps you in fulfilling your dreams and enables you to express yourself in any way you wish." The message chosen has proved ideal for all value chain links including designers and architects, kitchen showrooms, fabricators and the end consumer.

photograph any areas and find a matching colour from the Caesarstone collections. The application allows users to mix and match different kitchens and bathrooms with available surfaces therefore, enhancing the self-expression values.



1987

Caesarstone sets up the first natural quartz surfaces production line, manufactured with Caesarstone's proprietary technology.

2001

The company launches international operations.

2009

Branding process begins.

2010

International launch of the new marketing strategy.

2011

Caesarstone currently operates in approximately 40 markets worldwide.