



Hörmann KG Verkaufsgesellschaft
Doors for Home and Industry

Lisa Modest-Danke

Verena Lambers

Sophie Eiling

E-mail: pr@hoermann.com

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www.hoermann.de/presse

Image 1: The new marketing campaign “Hörmann. For Life.” uses emotional imagery and videos to illustrate everyday situations involving doors, putting people and their emotions at the core of the message.

More emotional brand orientation “Hörmann. For Life.” campaign

Hörmann will launch a new marketing campaign at the world's leading trade fair for the construction industry, BAU in Munich. In response to today's growing information overload, and in line with consumers' more emotional approach to purchase decisions, the manufacturer of door, storage and perimeter protection systems is making its brand communication much more emotional.

The amount of information people are exposed to on a daily basis has increased dramatically in recent years. The human brain is no longer capable of absorbing and processing all this information, including when it comes to purchase decisions. Neuroscientific research has shown that over 90 percent of decisions when selecting a product are made subconsciously and driven by emotions. As a result, neuromarketing has coined the term “emotional selling proposition”, i.e. a brand's unique emotional selling point.

Technical versus emotional USP

Hörmann products have many unique technical selling propositions, which are often backed up by patents. Previously, communication measures focused on these very technical facts. However, consumers can only properly absorb this information when they are in the middle of a purchase decision, when their full attention is focused on the products they are choosing between. These technical details are

subconsciously yet deeply influenced and complemented by the emotions associated with a brand or product. Companies can use authentic storytelling to influence precisely these associated emotions in the early phase stages of a consumer's product search.

Hörmann. For Life.

The new Hörmann campaign focuses on people's lives and their experiences with Hörmann products. In doing so, a core element of the Hörmann brand plays a key role: feeling sure and secure. This reflects two aspects of the benefits associated with selecting a Hörmann product. On the one hand, most Hörmann products offer USPs in terms of their technical safety and security, such as burglar protection. On the other hand, Hörmann products feature particularly high quality and durability, thanks to the consistent use of the latest innovative technologies. This means that customers can be sure that they have made the right decision when choosing a Hörmann product. The new slogan "Hörmann. For Life." also encompasses another aspect: Since the product range of this family business covers residential construction, industrial and commercial buildings, people not only encounter the products at home but nearly everywhere – in other words, Hörmann products "are there for people throughout their lives".

An eye-catching package of measures

The campaign focuses on emotional images and videos that show everyday situations involving doors, putting people and their emotions at the core of the message. The images and videos are used on the Hörmann websites, on the YouTube channel and in social media and display marketing. The campaign can also be found at trade fairs or in PR.

Hörmann also provides its partners with an extensive communications package for their local marketing. Dealers will also receive videos, display and social media ads, PR templates, brochures and exhibition design measures from Hörmann. Together with its sales partners, Hörmann is looking to exploit the full potential of the Hörmann brand in the future by continuing to emphasise the technical advantages, but also, and even more so, the emotional benefits.

(3423 characters incl. spaces)

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Images and captions:

The purchasing decision process according to the STDC approach.



Emotions Facts + Emotions

Image 2: With the abundance of information out there nowadays, companies need unique emotional selling propositions (ESPs) alongside the familiar technical unique selling propositions (USPs). Emotions are subconscious drivers of purchase decisions that can be influenced by companies through emotional storytelling.

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Image 3: In addition to its own communication measures, Hörmann will provide its sales partners with a comprehensive package for local marketing. The annual “European promotion” sales campaign, shown here in the form of a newspaper supplement to be distributed, also uses the new slogan “Hörmann. For Life.” campaign

Photos: Hörmann