

**DURACELL®**



CASE STUDY

# **Elevation Marketing helps leading consumer battery manufacturer go to market with a new power solution**

[elevationb2b.com](http://elevationb2b.com)



**elevation**marketing

## BACKGROUND

Duracell identifies an opportunity in the market, but capturing the right buyers' attention requires a compelling B2B story that inspires action.

Most consumers spend very little time thinking about batteries beyond size and price. However, as the world becomes more automated, power requirements are transforming. Every year, millions of computing devices such as sensors and transmitters are being embedded into everyday objects, enabling devices to connect to each other and to send and receive data. This is known as the internet of things (IoT). An estimated 50 billion devices will be connected to the internet. These IoT devices will not be required to be "on" all the time. In fact, most will remain in "standby" mode, slowly drawing infinitesimal amounts of power until a sharp burst is needed for the device to spring into action and do its work. Traditional consumer batteries are not designed with these newer professional requirements in mind. Enter Procell by Duracell — an exciting new brand and product category from one of the leading manufacturers of consumer batteries that promises to deliver a better, more cost-efficient option for emerging industrial device needs. With Procell, Duracell has re-engineered power delivery and aims to define a new product category that is made specifically to power devices in professional environments today and tomorrow.

**An estimated 50 billion devices will be connected to the internet**



## CHALLENGE

### Well-known B2C battery brand decides to make a B2B play with Procell – but will professionals buy it?

With the development of the Procell line of batteries, Duracell set out to target procurement professionals who are unaware that a product even exists that is designed exclusively for their enterprise needs, and even less in the know that pain may emerge for them as technology advances.

These professionals are concerned above all else with lowering their overall enterprise operating costs. The Procell line of products will cost more than consumer batteries, so these professional buyers will surely ask: is there really a difference between the longevity of consumer and professional batteries? And, if so, how can a company well known for consumer batteries develop effective solutions for a professional market?

Duracell sought assistance from Elevation Marketing beginning with top-of-funnel B2B messaging to define the main differentiators between the Procell line of batteries and regular consumer batteries. It would then craft an exciting package of launch materials, including a video, to raise awareness that maximized battery longevity results in less frequent replacements leading to lower overall business operating costs.

## STRATEGY

Bring the procell solution to life with launch materials and a video to counter the higher price with a “set it and forget it” value proposition.

The main requirement for effectively marketing Procell was to uncover the reasons why buyers would believe in a new power solution, when consumer batteries may already be serving their needs. It is about raising expectations and taking buyers on an exciting journey of new product discovery. When Duracell approached Elevation Marketing, the battery maker had already undertaken extensive testing with hundreds of OEM partners to develop a professional product for emerging technology needs, improving both power longevity and charge preservation at rest. As the IoT grows, and as professional devices become more integrated and proliferate, professional power needs will continue to multiply, and there will be more batteries to monitor, check up on and replace when they fail. The Elevation team developed two important messages to counter the higher price point: that consumer batteries are not a match for today's or the future's industrial power needs, and the cost of replacing batteries is more than the cost of purchasing batteries. By linking operational savings to reducing the cost of labor required to replace conventional consumer batteries, overall operational costs could actually be saved by using Procell professional batteries that retain their charge by preserving energy while at rest. Even paying slightly more up front for Procell batteries will be more cost effective in the long run as companies grow and power requirements multiply.

The Elevation team created launch materials and an exciting launch video to bring the Procell battery line to life for professional buyers and to explain the benefits. Utilizing the latest 3D animation techniques, Elevation's design team presented the unique features of the Procell power line and visualized the batteries at work inside a variety of devices and industrial applications. The video also raised awareness that using consumer batteries for industrial devices over time negatively impacts an enterprise's bottom line by leading to more frequent labor-intensive replacements.

Recommended marketing messages included:

- Introduce two unique Procell battery products:
  - one that provides steady, consistent performance to low-consumption devices that require constant, long-term power, such as security cameras, alarms, sensors, etc.
  - a premium product that provides an intermittent charge to support automation and on-demand bursts of intense power for door locks, safes, medical devices, hand dryers, etc.
- Procell comes from the battery experts at Duracell, who understand professional power requirements and are the best brand to deliver a solution.
- Procell batteries are purpose-built with cost savings in mind, resulting in increased performance.



**POWER YOUR PROFITABILITY  
WITH THE RIGHT BATTERY  
FOR EACH DEVICE**

Procell is the only brand to offer a dual portfolio of device-specific batteries. By using the right battery for each device, you maximize longevity, resulting in less frequent battery replacements and lower operating costs for your business.



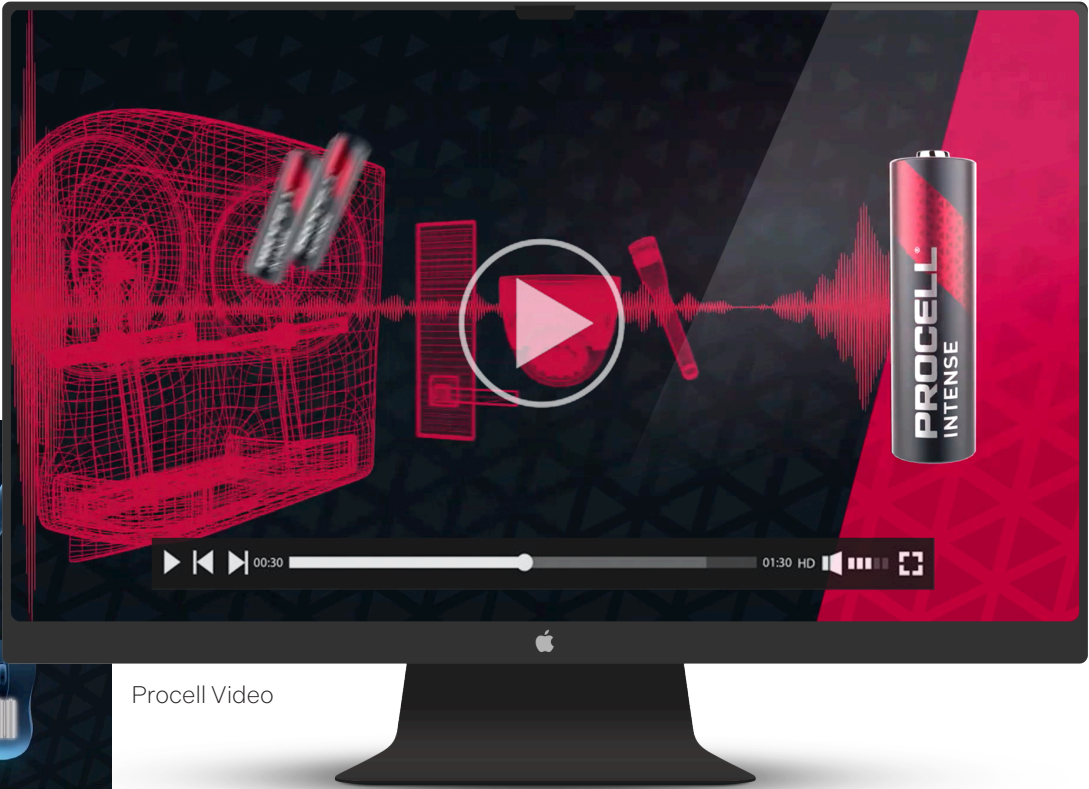
FOR  
**GENERAL**  
PURPOSE

FOR  
**HIGH**  
**DRAIN**  
DEVICES

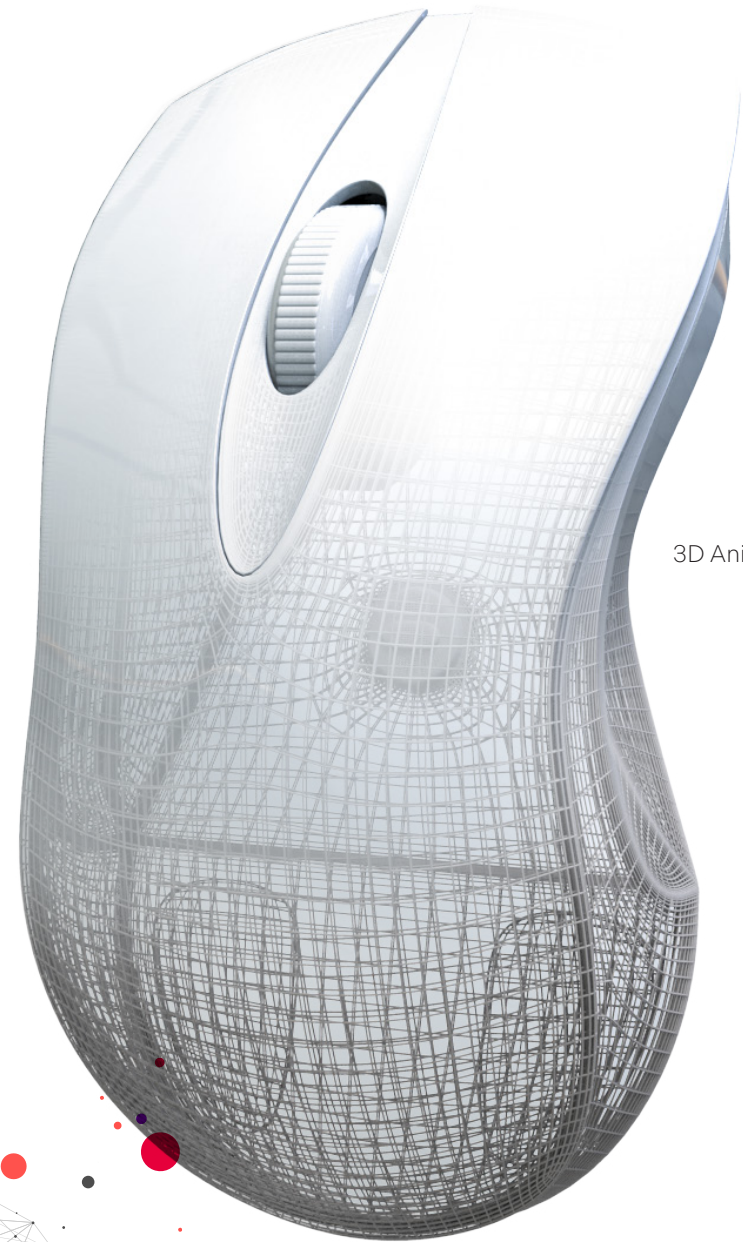


**DELIVERABLES**

- Key messaging
- Key visual
- Video script
- 60-90 second video
- 3D animations
- Brochure



Procell Video



3D Animations

# INTRODUCING THE WORLD'S FIRST DUAL PORTFOLIO OF PROFESSIONAL BATTERIES.

**PROCELL®**  
PROFESSIONAL BATTERIES

Premium long-lasting batteries designed for professional devices. With Procell professional batteries, you choose the best option based on the power needs of your device. This translates into longer life, fewer replacements and lower operating costs.



KEYLESS DOOR



FLASHLIGHT



2-WAY RADIO



SECURITY CAMERA



TOILET FLUSHER



GLUCOSE METER



THERMOMETER



REMOTE CONTROL



PAPER TOWEL



BLOOD PRESSURE METER



VOLTAGE METER



MOTION DETECTOR

**Intense Power:**  
Delivers precise bursts of energy with faster recovery for longer life in high drain devices, seen below.

**General Purpose:**  
Provides consistent power engineered for longer lasting performance in low drain devices, seen above.

FOR HIGH DRAIN DEVICES

FOR GENERAL PURPOSE

PROCELL INTENSE

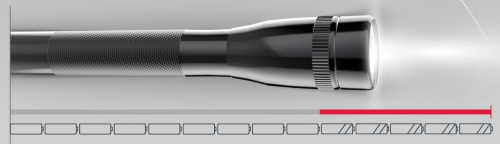
**PROCELL®**  
PROFESSIONAL BATTERIES



POWER YOUR PROFITABILITY™

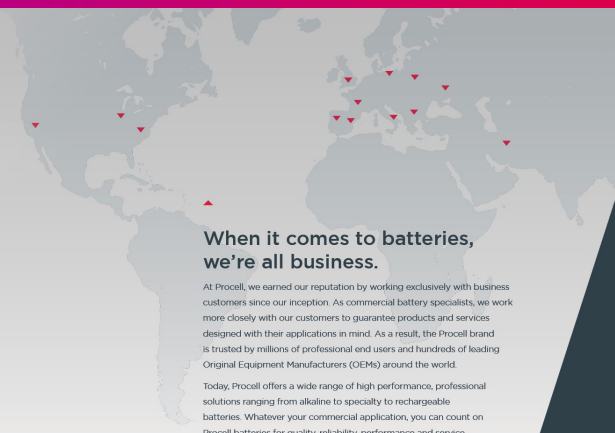
Brochure

## Interior Pages



### Longer lasting power with fewer battery replacements.

When it comes to batteries, the key to greater profitability is minimizing replacements with batteries that last longer. Through intensive device and battery testing, Procell knows different devices and applications have different battery needs. Our solution is to engineer device-specific batteries to address the drain demands of various professional applications and maximize battery longevity.



### When it comes to batteries, we're all business.

At Procell, we earned our reputation by working exclusively with business customers since our inception. As commercial battery specialists, we work more closely with our customers to guarantee products and services designed with their applications in mind. As a result, the Procell brand is trusted by millions of professional end users and hundreds of leading Original Equipment Manufacturers (OEMs) around the world.

Today, Procell offers a wide range of high performance, professional solutions ranging from alkaline to specialty to rechargeable batteries. Whatever your commercial application, you can count on Procell batteries for quality, reliability, performance and service – everything your business needs to power your profitability.

### Your customer satisfaction is our top priority.

Procell customers are at the forefront of everything we do. Our commitment to you drives our company's operational excellence and outstanding service. With an intensive investment in market research and lab testing, we are continually expanding our knowledge of growing professional battery market, end users and their devices. In addition to providing your business with the best possible battery solutions for their needs, we also offer our exclusive access to this expertise through:

- Technical Services:**  
Our customers benefit from access to our state-of-the-art test laboratories in Connecticut (USA).
- Commercial and Marketing Support:**  
We provide customers with end-user education materials, technical information, trade show collaboration opportunities and after-sale service.



## ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss  
your project?**

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**Business Journal**  
**Top 20**  
Interactive Marketing Firm