Knoll

KNOLL GENERATION LAUNCH

What if we looked at sitting in a chair as an act of self-expression?

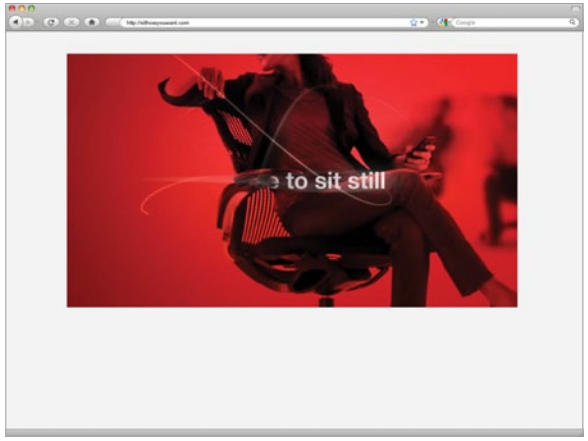
Fathom was tasked by Knoll with breaking through the crowded office furniture category to establish a strong brand identity, generate awareness, build advocacy and create purchase intent for the critical launch of the company's new office chair, The Generation.

In response, we developed a fully-integrated, multimedia trade/consumer launch campaign consisting of a dedicated brand website, print campaign, video content and trade materials.

Strategically, Fathom set out to differentiate from the competition by "breaking the mold" set by the traditional practices of key category players – disrupting the pattern of brand and message conformity in the office furniture category, expanding target segments, and establishing a simple, straightforward brand story that would create a point of difference.

The Generation successfully launched at the NeoCon tradeshow, and Fathom's work was lauded as the "best marketing in the company's history" by Knoll's CEO. The Generation has been both an award-winning and sales-winning success for the company.

Refuse to sit still.
Introducing Generation by Knoll.
The first chair that lets you sit how you want.
Generation by Knoll
sithowyouwant.com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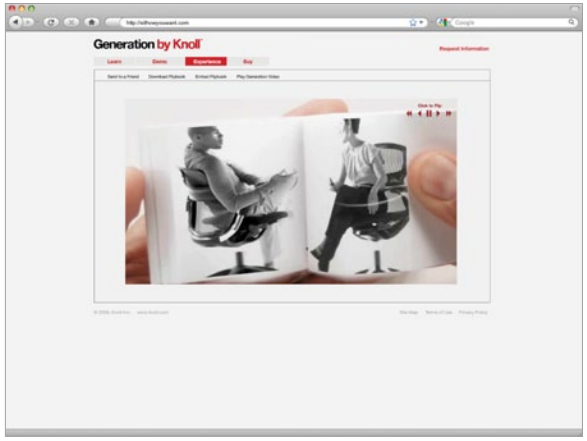
Generation by Knoll

Join the movement. Generation by Knoll

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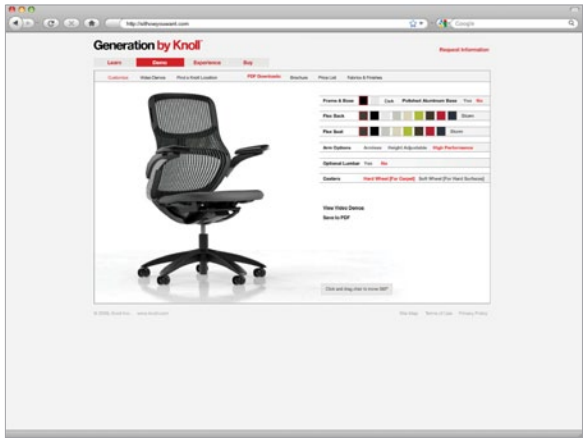
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