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**It isn't a revival
it's innovation**



There are a lot of revivals of valuable old brands in the market. Unfortunately many relaunches are falling stars. One of the reasons: they miss innovation. A good deal more the innovation must be based on the core-competence of a brand. An excellent case study is Lava Lite LLC, Elmhurst, Illinois/USA which had been taken over by Dale Zalusky. Because people create market he has conjoined a team with Clay Farnsworth, vice president of sales, and Mike Brezette, vice president of marketing, who worked together at Taylor Instruments.

They have started their new challenge at Lava lights with a basic market research done by Leo J. Shapoi & Associates combining two surveys with a total of 1,600 participants, produced data that Lava is using as a road map for brand growth routes.

Lava has 83% brand awareness that attains a high of 91% among consumers who are under 25 but still registers 77% at its low among those 65 and older. Consumers recognized the Lava Lamp iconic shape 36% of the time without name or logo elements.

Half of consumers studied associated Lava products with relaxation. The strong Lava/relaxation association and the weaker identification with everyday lighting both provide opportunities for Lava that management plans to pursue.

“When you look at the responses about the product and how people perceive the benefits, you get them using substantial words such as soothing and therapeutic.”

In a wellness marketplace that features relaxation items ranging from home water effects to scent and sound generators, Lava has an opportunity to develop products that help consumers establish healthy, soothing environments.

“We can encompass visual, smell, sound”.

Nostalgia isn't the future Zalusky and his team intend for Lava but rather innovation and adaptation based on the brand's intrinsic strengths.

Source: Homeworld business Sept. 13-26, 2010

www.lavalamp.com