

# Nichiha Strategic Positioning Increases Sales

Nichiha, a leading manufacturer of architectural wall panels, lacked a cohesive messaging strategy for their residential customers. The company promoted its three product lines separately, leaving customers unaware of their full offerings and leading to fragmented brand awareness.

Hardman Group worked with them to develop NichiHome—an innovative solution that bundled all three product lines into a unified system.

The new campaign centered around a cohesive message—there's power in one.

This approach highlighted Nichiha's unique advantage. They have a more diverse offering than competitors, and customers can get everything they need from one trusted source. While other companies typically offer only one service, Nichiha is a one-stop shop for panels, systems, and installation.

The NichiHome campaign was promoted across multiple channels to increase awareness and engagement. Hardman Group created a lead generation program as part of the campaign, turning the brand's new awareness into sales.

The results?

- **14.1% year-over-year growth** in residential sales
- **100% adoption** by Nichiha's sales team
- **Notable boosts** in brand awareness, engagement, and conversion rates
- **Influx of high-quality** leads

Position your brand for sales success with Hardman Group. Contact us today.

*"This campaign significantly elevated brand awareness in our target markets and generated high-quality leads, contributing to a measurable uptick in engagement and conversion rates across multiple channels. Its success was a testament to the power of positioning and cross-functional collaboration."*

– **Kenny Collins, Director of Residential Sales at Nichiha**

