

SUCCESS STORY

EMPI

NEW BRAND CAMPAIGN

hfa

Rebooting the brand

EMPI, Inc. is a maker and distributor of automotive aftermarket parts for vintage and modern Volkswagen vehicles. **hfa** was chosen to breathe life into a fading brand position via a new creative campaign. Leveraging our expertise in marketing for automotive clients, we led research and strategy development efforts to drive a new positioning and brand campaign for EMPI.

These efforts included brand development exercises that leveraged ethnography research on target audiences to help develop and articulate the brand reboot. Pairing these results with media data enabled **hfa** to create a connections plan that ensured a compelling message was delivered to the right enthusiasts at the right time. Add an eye-catching creative execution and you had a campaign that won both attention and awards.



**5X
INCREASE**

in brand acquisition

SILVER

Addy award winner


**10%
INCREASE**

in distribution





To help drive your brands and business, please call Keith.

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