

To create an ultra-upscale brand for Vieluxe, UpShift pursues psychographics, not demographics.



challenge

industry

- consumer products

deliverables

- brand strategy
- web site design
- print advertising

Vieluxe is a new luxury brand developed by Weber for an ultra-high line of gas grills that meet the demands of savvy consumers with discernible tastes.

With better-established premium grills already on the market, and high-end kitchen appliance manufacturers like Wolf and Viking making in-roads, Weber had its work cut out for them.

To justify a higher pricepoint, they had to imbue in Vieluxe a powerful brand identity that was distinct from the well-known but mass-market Weber brand.

solution

After Weber's large ad agency struggled to find a way to differentiate the Vieluxe brand from competitors, UpShift converted all the demographic data into a psychographic approach in order to build a brand that resonated with high-end consumers.

Buyers of these \$5000 grills represent the nation's top 2% HHI. These wealthy consumers don't consider product performance a brand differentiator; it is a base expectation. What time-strapped high-achievers value are personal luxuries, family-time and relaxation.

results

We created the tagline, "This is Grilling," and paired it with calm "snapshots of life" imagery that had nothing to do with grilling. This was a unique approach for Weber—a first-ever for the grill category which tended to "worship the metal".

The lifestyle approach was expanded on the website by UpShift and included gourmet chefs' recipes, a 24-hour online concierge, expert grilling tips and product support. This level of service and commitment to an exceptional product experience was well received by initial buyers.