

Guidelines

Naming Strategy

Objective

- The goal is to have a Conform naming with common understanding. All Websites and documents need to have a Consistent appearance. Internationally we need a harmonized approach
- Whenever we focus on the target group private Houseowners / End Costumers

Solution

One Name, one title

- Names the former 'HYG' segment
- Applicable across all markets
- Short and translates directly
- Target groups relate easily to it
- Target groups get a common expectation of products

Guidelines

Microsites

If a website (microsite) is designed for the target group 'private houseowners' and refers to the related segment, it must be called „House & Garden“.

Examples:

- www.aco-easygarden.nl
> www.aco-houseandgarden.nl
- www.acogarden.be
> www.aco-houseandgarden.be
- www.meinhaus.aco.at
> www.aco-houseandgarden.at

Brochures

If a brochure is designed for the target group 'private houseowners' and refers to the related segment, it must be called „House & Garden“.

Advertisement

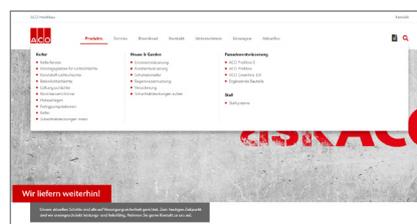
If adverts are designed for the target group 'private houseowners' and refers to the related segment, it must be called „House & Garden“.

Applications / Solutions

If there is a menu with applications/ solutions (e.g. on your website) which contains an application for the target group 'private houseowners', referring to the related segment, it must be called „House & Garden“.

Product Overview

If there is a product overview (e.g. on your website), which contains an area designed for the target group 'private houseowners', referring to the related segment, it must be called „House & Garden“.



Example: ACO Hochbau

Social Media

If there is content for the target group 'private houseowners', referring to the related segment, it can be called „House & Garden“.

Local language

If the name is integrated in a numeration or text in local language, it can be translated to local language.

Conclusion

In conclusion, you are using 'ACO House & Garden', when using the name within a channel or for an ad work. If you are using the wording within a text, you only write 'House & Garden'.

ACO is only incorporated, when it is not obvious to the customer, that he is consuming an ACO channel (e.g. the ACO website, an ACO brochure with the brand logo on top). Reason behind this is that ACO stays the only brand within the company. 'House & Garden' is a targeting for the target group private houseowners.

All titles, which are now used, as a brand aside of 'ACO', like 'ACO Easy Garden' needs to be replaced by 'ACO House & Garden' to create a common targeting. But 'ACO' is the brand and 'House & Garden' is the targeting explanation, which gives private house owners orientation. There shall be no micro-brands beside ACO.