

Dremel Mobile

Company Profile

Since inventing the high-speed rotary tool more than 75 years ago, Dremel has become the trusted name in high-speed rotary tool technology, providing creative solutions for hands-on professionals, homeowners, craftspeople and artists alike.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., Dremel continues to build upon its legacy with a full line of high-performance rotary tools and rotary tool attachments and accessories, specialty tools and an oscillating tool and oscillating accessories.

Business Situation

The Dremel executive team created a business unit initiative to educate consumers and ease the purchasing process. To meet its goal, Dremel decided to enter the mobile marketing arena with the launch of a mobile optimized website and “mobile tagging” campaign utilizing QR codes as an “in-store” interactive mechanism to drive sales.

Steve Bergstrom, Dremel brand manager, came to Triton-Tek for a mobile solution that would “provide shoppers with the info they need, in the format they want, and to help them to choose a Dremel tool or accessory for their next project.”

The user experience for the new mobile website needed to provide concise features, and easily navigable content designed to ensure users are always only a few clicks away from the information they need to help them make a Dremel purchase decision. The site needed to be totally “socially integrated” - featuring links throughout to the brand’s social media pages and customer service representatives, which are intended to help consumers build a connection with the brand.

Solution

Triton-Tek, reviewed the business requirements and swiftly created a development plan to build Dremel’s mobile-optimized website. By creating a site targeted for mobile device browsers rather than building individualized apps, Dremel was able to rapidly and cost-effectively create a consistent and effective brand message across all browser-enabled platforms in the mobile channel. The site’s main purpose is to enhance the consumer’s in-store shopping experience by providing additional information on products and related attachments and accessories. The in-store to mobile device link is facilitated by the use of 2d bar codes (in this case, QR codes) placed on in-store and on-shelf displays. By scanning these barcodes with a smartphone, the consumer’s browser is launched and loaded with highly-targeted content. Included in the mobile content are more than 90 short videos that highlight the versatility of Dremel’s tools, and show potential customers which tool and accessory is the right choice to accomplish a specific project.

Technology

- ▶ Microsoft ASP.NET MVC 2. Utilized to home grow an intuitive CMS system
- ▶ Triton-Tek QR platform. Campaigns and reports (w/export to Excel)

Results

The mobile optimized website eliminates the necessity for a brand to build multiple “apps” for iPhone or Droid, or Blackberry and Microsoft Windows phones. Dremel chose to build a mobile-optimized website as an all-inclusive approach that allows every consumer with mobile web capabilities access to product information while in the store. Utilizing in-store mobile tags makes accessing that information even faster and easier for the consumer.

Mobile tags are two dimensional barcodes that contain encoded information such as URLs and text, which can be decoded through the use of a smartphone’s camera and one of the many available scanning applications. Dremel plans to use these codes as a bridge between the brand and the consumer, giving direct access to product information that can influence purchasing and decision-making.

Dremel Mobile program has in-store placement at Home Depot, Lowes, and Sears store across the United States.

Triton-Tek, Inc. is leading the way for brand marketing professionals’ endless quest to meet the changing needs of consumers by utilizing new technologies. Mobile optimized websites are able to deliver customized messages and dynamic content directly to consumers on devices familiar to them.

To view the new site, please visit <http://m.dremel.com> or <http://www.dremel.com> using your mobile device – the site will detect your device and automatically redirect you from the standard desktop site to the mobile site’s home page.

For information on Dremel products visit www.dremel.com.