



# KYLE DEBRUHL

## ENZYRON CASE STUDY

### Launching the Enzyron Soaking Station: A Comprehensive Marketing Strategy

As the Creative Director at Quip Labs Company, I was tasked with the challenge of launching a new product, the Enzyron Soaking Station, within a tight deadline of two weeks. The product needed to be featured at a national convention and the executive committee, sales team, and marketing staff all had different ideas and feedback on how to best promote the product.

#### Challenge:

The main challenge was coordinating the feedback and ideas from the executive committee, sales team, and marketing staff to create a comprehensive marketing strategy that effectively launched the Enzyron Soaking Station. We had a very tight deadline, as decision leaders wanted the new product to be featured at a national convention just two weeks after it was created.

#### Solution:

I developed a marketing plan that incorporated all of the feedback and ideas from the different stakeholders. I oversaw the branding of the device and created marketing materials such as banners and data sheets. I also worked with the sales team to develop a training program that educated them on the features and benefits of the product.

#### Results:

The Enzyron Soaking Station was successfully launched at the national convention and received positive feedback from attendees. The product was well-received and we received multiple requests for the product. The training program for the sales team was successful in helping them communicate the value of the product to potential customers. As a result, units continue to sell as soon as we get them.

#### Conclusion:

Success of the Enzyron Soaking Station launch demonstrated my ability to coordinate feedback from different stakeholders and develop a comprehensive marketing strategy that effectively launched a new product within a tight deadline. My leadership skills and experience in marketing and branding helped ensure the product was well-received and continues to be successful in the market.

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