



## Challenge

How does a B2B company compete in a B2C world?

## Solution

By providing engaging digital experiences that educate and motivate its customers.

For over 25 years W.L. Gore has manufactured Elixir Strings, a premium-priced guitar string with a coating that makes them last 4-5 times longer than other strings. Gore is best known for its innovation in weatherproof clothing, medical devices and telecommunications, but had very little experience in consumer marketing, which drives the highly-competitive category of guitar strings.

The Elixir Strings team turned to us in 2016 to help create a long-term strategy for branding and digital engagement. We started by conducting in-depth consumer research to uncover attitudes and perceptions about guitar strings and discovered a single, critical insight: while most guitar players agreed that coated strings last longer, there was an overwhelming, but untrue perception that coating dulled the tonal qualities of the string. This perception was a huge barrier to trial of Elixir Strings among non-users.

In response to this insight, we created an interactive Sound Xperience so that customers could “test drive” the strings by listening to sound comparisons between Elixir coated strings and the leading uncoated brand.

## Results

The SoundXperience was instrumental in launching Elixir’s innovative line of electric strings. It was deployed at NAMM, the largest music tradeshow, and remains the most-visited section of the brand’s website.

We have since become Elixir Strings’ creative partner across digital, print, out-of-home, and even helped refresh the brand. Our efforts have contributed to a more contemporary, consumer-friendly brand that is a leader in both the acoustic and electric categories.

## Services

Branding	Content	Print	Photography
Digital design	Digital ads	Tradeshow	Out of home
UX	App development	Video	

Like to learn more? Call (302) 384-6494 or email us at [connect@shiny.agency](mailto:connect@shiny.agency)

Shiny is one of our go-to agencies since 2016 because of the energy, passion and expertise they bring to every project. From their account managers to their creative director/designers, they prove time and time again to be a trustworthy creative partner who offers creative solutions that help to push our brand forward.”

— Sharon Hunter

GLOBAL MARKETING COMMUNICATIONS LEAD,  
ELIXIR STRINGS - W.L. GORE