



Challenge

How do you help a leader in B2B marketing find their voice in the consumer space?

Solution

Lutron has been lighting the way with world-class engineered products for over 50 years—including Caséta by Lutron, an entry level consumer smart lighting system. What was missing was a way to tell their brand stories to consumers and professional installers.

That's where we came in. We were first engaged in 2016 to build out new sections of Caséta's website in support of seasonal marketing initiatives. Since that time we've worked across their product portfolio to elevate Lutron in the consideration set and drive product preference for both their consumers and professional installers. To date that work has included brand messaging, digital experiences, CRM creative, videos, photography, and direct mail.

Results

Our initial work helped contribute to double digit growth in year one and continued strong growth in subsequent years. It has also given us the opportunity to work hand-in-hand with Lutron's internal teams, building solutions that have a meaningful positive impact on the business.

Services

Messaging	Digital design	UX
Photography	Landing pages	Video
Digital advertising	Content Development	Direct Mail



Shiny has been our trusted creative partner since 2016, helping us evolve our consumer messaging and visual design, especially in the digital space. They work as a seamless extension of our team and can be counted on to bring thoughtful, impactful ideas that help us grow our business."

— Mark Connelly

SENIOR DIRECTOR, RESIDENTIAL BRAND MARKETING