

Rebranding After Merger

Luminex

Challenge

To support the merger of Candle-Lite Company and PartyLite, Luminex came to O’Keeffe PR to implement a targeted communications and messaging campaign focused on employees, private equity firms, vendors and suppliers, and the home décor and fragrance industry worldwide. Additionally, Candle-Lite Company wanted to name and brand the new company. Our objective was to effectively communicate the positive impact of the PartyLite merger, internally and externally. We also wanted to give the new brand a distinct voice and vision while leveraging more than 175 years of industry experience and brand loyalty.

Solution

After O’Keeffe PR was selected as the PR partner for Luminex, we created consistent messaging for Candle-Lite and PartyLite internal and external audiences around the company merger. We also discovered and identified a new company name and brand. Finally, we created a targeted global media list and PR calendar for public communications, including print and broadcast, influencers, bloggers, and industry specific social media opportunities.

Results

In three weeks, O’Keeffe PR successfully renamed and rebranded the new company, Luminex, including graphic standards and a new logo. Additionally, we created a new website landing page for Candle-Lite, announcing the merger and new brand. The merger announcement was covered by local and national business publications, as well as industry trade publications, such as:

- Cincinnati Enquirer
- Cincinnati Business Courier
- Yahoo! Finance
- District Selling News
- Private Equity News



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