

Category 9

Best Brand & Positioning



Summary

Saint-Gobain faced a commoditised market and strong competition, with its comprehensive gypsum ceilings portfolio lacking visibility. To address this, the brand was repositioned from a functional product to a high-value, emotionally resonant solution under the banner “Better ceilings, better spaces, better living.” The complex portfolio was simplified into three distinct series (Essential, Designer, and Pro), and a comprehensive global campaign toolkit was created to support ambitious sales growth targets across 40 countries.

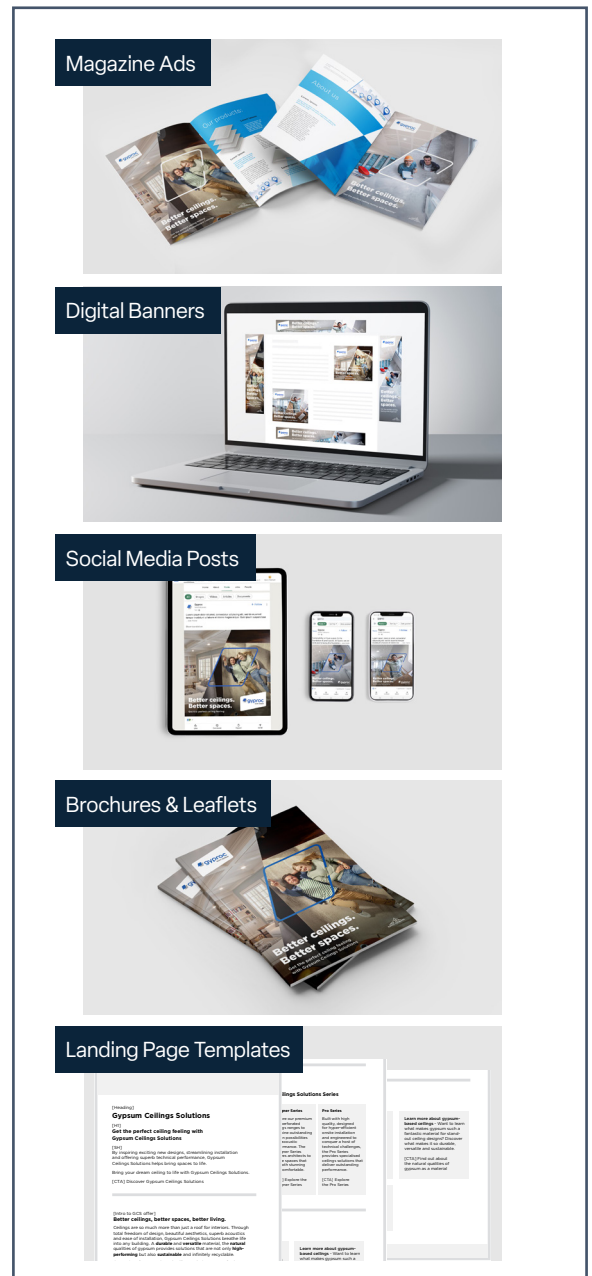
Results

40
Selling
Countries
Reached

3
Product
Series
Established

1
Global Toolkit
Created

Increased
Market
Presence



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