

8. IRWIN Brand Building and Activation Online

D. Online

Online Marketing Tools

IRWIN.com and its associated commercialization elements are designed to support and enhance the marketing commercialization objectives of IRWIN Tools.

These elements are essential to a robust integrated marketing commercialization plan, and are considered a fundamental element for any product launch or marketing program.

This section details the basic templates for online marketing programs.

Home Page

The IRWIN.com home page consists of the following elements:

- Header with Utility Navigation & Brands
- Primary Navigation
- New Product Spotlight
- What's New Banner
- Promotional Banners
- International Links
- Footer
- E-News Sign-Up
- Tools by Category List
- Consumer Insights Area
- Find a Retailer Functionality



IRWIN.com



Email Blast - Consumer