

FULMER HELMETS

Since its founding in 1969, Fulmer Helmets developed a solid reputation among owners of independent motorcycle dealerships and grew to become American's #2 helmet seller by volume. In recent years, however, a lot of influential parts managers had come to perceive the brand as a cheap, generic motorcycle helmet.

Fulmer wished to upgrade its image, in part to appeal to the broad diversity of rider styles reflected in its catalog (including nostalgia cruisers, off-roaders, touring enthusiasts and many more), but even more to appeal to brand-sensitive parts managers.

Tactical Magic developed a visual identity that tested very well with riders and carried it through an integrated system including packaging, sales literature, website, catalogs, consumer and trade ad campaigns, direct response, events, and trade show promotions.

Fulmer Helmets succeeded in improving image perception and achieving greater acceptance among parts managers and riders. Not to mention increased overall sales – which increased by 5% in a period when overall industry sales were flat. In fact, one helmet design created by Tactical Magic holds the record for being the company's best-selling helmet graphic ever.



"What struck me about working with Tactical Magic on brand identity development was the process. After a thoughtful analysis of our audiences, our competitors and our own brand heritage, we had a solid strategy to guide our creative choices. The result is what I consider to be one of the very finest brand identities in the motorcycle industry."

Scott Holbrooks, Vice President

