

COMPANIES YOU NEED TO KNOW ABOUT...

INNOVATIVE LURES STRIKES WITH NEW MEDIA... AND NEW THINKING

For the Danish lure maker, fish-catching products are just part of a sales mix which includes modern production methods, stronger databases, social networking sites and online customer feedback.



Lars Søgaard: "New thinking is essential."

has established the Danish company's reputation and strengthened its market position in a fiercely competitive sector.

Effective involvement with media outlets combined with genuine product innovation, quality, distribution and customer care. Sounds like the right business strategy? Innovative Lures certainly believe so. In just four years of trading, this approach

A proud EFTTA member from the beginning, Innovative Lures quickly displayed acute antennae for new promotional avenues and actually featured in the launch issue of *Angling International*. Back then, co-founder Lars Søgaard outlined the company's confidence based upon two years of intense product development. There were, he said, three key company ground rules – to only develop product with a genuinely new element, to only launch products which out-caught those of existing rivals during the testing process, and to ensure quality levels would not disappoint customers.

Now, having strengthened the company internally whilst continually analysing the market and learning

valuable lessons along the way, Søgaard remains hugely upbeat about prospects for future growth.

"We may appear to be small fish in a fierce marketplace, but we understand that market and keep our fingers on the pulse by remaining active anglers," says Søgaard, whose brand's range includes wobblers, jigs, spoons, spinners, rigs, leaders and soft flies with applications in both fresh and saltwater settings.

"Each single item we have added has new thinking and enhanced strike-generating features. The many extra tricks from Innovative Lures products provide more versatility and effectiveness and should certainly be in every lure angler's gear box," he adds.

So how exactly has the company been strengthened since 2008? Getting the right people and having them work in the right defined roles is a big part of Søgaard's solution.



A new Innovative Lures product range is already being thoroughly tested prior to production, ensuring they will be fully optimised to give the user the best possible sport upon release.

Of the new releases for 2010, expectations are high for the unique Bombarda Soft Flies which will tap an increasingly popular market sector which is already expanding beyond its birthplace of Italy. However, it's the SwingTail

– a multi-jointed spoon first seen in the February 2008 launch issue of *Angling International* – which has become the established big-selling favourite.

The SwingTail (pictured above) is now available in 7g and 13g (trout), 17g (coast version) and 25g (salmon) sizes, in several colour combinations, all equipped with quality VMC 3-nickel hooks and split rings. It's a 'must-stock' item for any retailer with a cus-

tomer base serious about their lure fishing.

Conscious of the need to preserve angling for future generations, Innovative Lures is also delving deep into the use of 'green' materials. But whatever emerges next from its Denmark think-tank, it will certainly be true to the slogan of 'Beauty and the Beast'. Meaning beauty to the human eye... but an irresistible beast to predator fish across the globe!



innovative lures

HOW DIGITAL MEDIA PLAYS ITS PART

A major focus for Innovative Lures in 2010 is the export market, using the product feedback it has received as an accelerator. Key targets for 2010 are: Germany, UK, Finland, Poland, Czech Republic and Italy.

Marketing Manager Marc Melgaard has underlined the company's deep-rooted belief in establishing close links with the

angling media including maximising its presence on various internet outlets to harness the highly computer-literate generation of lure anglers in

the teens-to-30s age group.

"In our home country of Denmark we have developed a very good relationship with Fisk & Fri (www.fiskogfri.dk). And yes, we have a big focus on similar relationships in our export strategy going forward for mutual benefits," he stated.

"Our own website is an excellent start point, showing our products in their natural environment with underwater videos of most of our products. Viewers will see that our lures are developed by anglers with a great understanding for aqua-dynamics and functionality. We are proud to share this with our fellow anglers."

Facebook, the social networking website which has fast

become a global phenomenon, is another place where Innovative Lures is making existing and potential customers feel part of a 'family'.

"At Facebook we can stay in touch with a broader audience of anglers, who are our core inspiration. Our goal is to be close to the market by inviting anglers to post their thoughts about our products, recommendations for improvements, their catches on our lures, and also for product launches and general news," enthused Lars Søgaard.

The Innovative Lures Facebook group page can be found by simply searching for Innovative Lures at Facebook. "Our page will appear for sign-on," says Lars Søgaard.



Want to talk to Innovative Lures? Here's how to find them...

Tel: +45 3013 9591 Web: www.innovativelures.com
Email: lars.sogaard@innovativelures.com or: info@innovativelures.com



innovative lures

