

Case Study: Car Toys

Integrated Branding

Update the Visual Brand

1.6%

Increase in
Traffic

10.8%

Increase in
Revenue

22%

Clarity of
Offers

38%

Banner
Conversion

Iconic regional chain of car audio electronics and wireless phones was in need of upgrading their image to remain relevant and competitive in an ever-changing retail landscape. Needed assistance revitalizing their marketing to generate traffic and boost sales.



Process – Conducted audit of all visual assets. Evaluated assets against the competitive landscape. Identified the core customers and formulated consumer personas. Findings provided the basis to construct a point of view. Produced a comprehensive system of new designs to align all visual touch-points.

Solution – Revamped visual brand to be more progressive and integrate across all visual touch-points including: in-store POS items, product tags, signage, online/digital assets, event branding, TV and social channels. Incorporated elements into a comprehensive brand style guide to provide visual consistency throughout the brand.

Measurement – Industry best practices, in-store management feedback, customer intercepts and surveys shaped final recommendations. Improved readability, clarity of in-store and online messaging based on data collected. Optimized digital messaging via AB testing and analysis, tracked online behaviors through GA.

Conclusion – Migration to the new system continues as stores systematically update their fixtures, posters and in-store presentation. Articulation of the brand guidelines has led to efficiencies in the production process as well as improved visual consistency throughout all touch-points.

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Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**