

Case Study: Penguin Windows

Integrated Branding

Brand Creation and Launch

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Production
to Launch

300%

Increase
in Leads

0-86

Online
Leads

180%

Revenue
Increase

Regional Window Company had been in business for over twenty years and was experiencing a flattening of sales. Their brand had become associated with poor customer service and questionable business practices and was in need of a complete makeover.



Process – Realigned strengths to form basis for repositioning strategy. Developed ID package to focus on trust and friendly service. Designed and developed website to convey newly established brand values and provide a positive user experience for the consumer. Produced a TV and radio campaign to push new messaging with offers.

Solution – Updated the logo and all visual touch-points to elevate brand and product to a higher level of trust and credibility. New training and service standards were initiated to improve customer service practices. An aggressive media launch built immediate awareness within the community to assist with the sales effort.

Measurement – Exceeded post-launch, 90-day monthly revenue target by 180%, from \$500K to 900K. Grew leads by over 300%, from 32 to 96 daily incoming calls. Online leads went from virtually none to 86 per week. Utilized GA to view and monitor website activity and track conversions. Established and grew Facebook presence.

Conclusion – Despite immediate success, client failed to rectify their sales and business practices. With the power of online reviews and elevated voice of the consumer through social channels (and a lawsuit from the AG) the company was out of business within 3 years of launching the brand.

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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**