

Case Study

Brand Identity • International Furniture

Background

A well-known manufacturer of promotional wood furniture was facing significant overseas competition and industry upheaval. As a result, its management changed its business model and was transforming the company into a furniture design, sourcing and marketing company. Infrastructure changes had been successful, however the 30-year old company was experiencing considerable market confusion and sluggish growth.

Our client was looking for a branding solution that would clearly represent the company's sophisticated new business model while also embracing its 30-year heritage.

Analysis and Teamwork

Our team began by working with the client's management and operational staff to develop a full understanding of its history, core customers and business objectives. We performed industry trend analysis and competitive profiling to evaluate the environment into which the new brand would be launched.

Because the company was building a new location in China and also rebuilding their primary U.S. showroom, we worked closely with the architectural interior design firm to provide guidance and assure a 360° brand experience for visitors to those locations.

Our branding solution provided our client with a new name for the company as well as a structured plan for transition from its previous name. The new corporate colors and logo provided a strong visual representation of the company's stylish designs and international operation while also linking to its 30-year history. We timed the launch of the new brand identity to coincide with the client's most important furniture industry event.

Results

The launch of our client's new brand identity received widespread positive coverage in national and international trade magazines. Transition to the new name was accomplished as planned and the company has experienced significant growth in sales and market consideration. Its powerful brand positioning enabled the company to successfully acquire a major competitor and launch two new product lines.