

# CASE STUDY: BRANDING



# OUR SERVICES

Brand goodwill is built on the story communicated by your company's branding. It is more than a logo, but the entire look and feel that grabs the attention of your target audience.

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- Brand Manual
- Brand Story
- Logo Design
- Product Packaging & Label Design
- Design and Template Mockups
- Company Branded Materials



# CASE STUDY

## ELITE TEEPEES

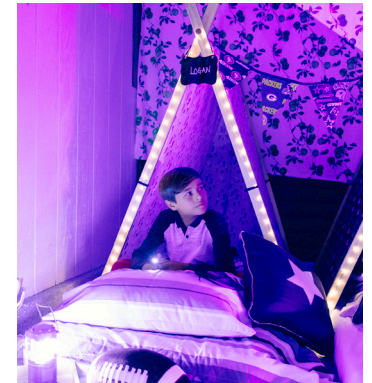
### CLIENT

Elite Teepees is the ultimate teepee service, located in the heart of Carlsbad, California that provides a luxury approach for a party or get-together.



### OVERVIEW

- Elite Teepees was established in 2018 with over 3 months of marketing and branding development. The business was in the initial development phase.
- The client's previous background was in consulting.
- The client is originally from the UK and moved to Carlsbad, CA; bringing a new business to an entirely new location with no prior connection or resources.
- In less than 3 months, the client's Instagram followers increased by 600%





## Bringing The Magic To Life

Elite Teepees is the ultimate teepee service, located in the heart of Carlsbad, California that provides a luxury approach for a party or get-together.

### CHALLENGE

From a dream to reality; the challenge was to build a brand from the ground up, create a business plan, and identify gaps while providing solutions in the client's business model. The client did not have any connections prior to moving to Carlsbad, CA. One supplementary hurdle was to establish brand presence in an entirely new environment and culture.

### SOLUTION

Established a cohesive brand identity and social media marketing campaign to target the ideal audience. Created a brand presence in a brand new location while securing promotional media channels to market the brand's message and service. Created comprehensive sales channel for client through the company website.

### IMPACT

Created a cohesive brand that effectively communicates the demand for luxury party services. Identified an ideal target market in a new area and increased exposure through publishing the company in local magazines and securing a spotlight segment on Fox News. This led to the company's first client in less than 6 months of launch.