



ALLEGRA BRAND BUILDER
MARKETING DEVELOPMENT

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decorrestore **A CASE STUDY**

OBJECTIVE: Realize a new business concept by developing a recognizable brand through consistent marketing and value-added messaging.

1

Logo Development and Brand Plan

Define the personality of your brand with a distinctive logo and 'tag' line that will connect with your prospects. Now you have a solid foundation for building brand awareness and customer loyalty.



2

Stationery

Letterhead, business cards and envelopes are the basic staples of any business. A cohesive design further emphasizes professionalism and demonstrates that you mean business.



3

Website

Online presence is a must for business today. Links, contact and product information, and samples of work all add to the value of your business, not to mention credibility.



4

Outdoor Signage

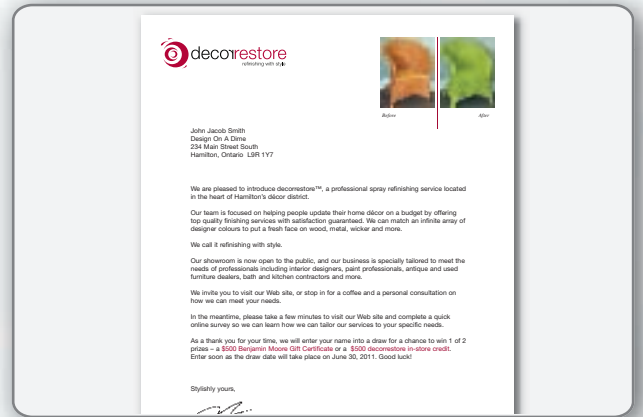
You've found the perfect location; now, make sure everyone else can find you too. Continuity in presentation is important if you want to be quickly recognized as well as attract walk-in queries.



5

Database Purchase and Mailing/Contest

Identify and target your desired audience with a personalized letter and an invitation to view your website and enter a contest. A great way to solicit clients, build loyalty and your database.



6

Media Release/ Kijiji/Craigslist Ads

Using creative ways to get your name out to the public is part of the overall objective to get you noticed. Best of all, they're free.



7

Social Media

Be seen as an expert in your field. Facebook and Twitter are not just passing trends. They're here to stay and will assist you in building a deeper connection with your loyal clients.



8

Note Pads (sales) and Rack Cards (dealers)

Handouts and giveaways are a way to get your name into people's hands and give it shelf life.



9

Advertising

Professionally developed, strategically placed ads will quickly build brand recognition and position you as a market leader.



10

Embroidery Stitch

Your logo placed on outerwear and company apparel adds an element of pride and professionalism and reinforces the brand.



11

Trade Show

Participating in tradeshows adds street credibility to your brand and connects you to a captive audience and those most interested in your products and services.



12

Grand Opening/ Open House Event

A showcase opportunity for your brand and a culmination of all your hard work for you to share.



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