

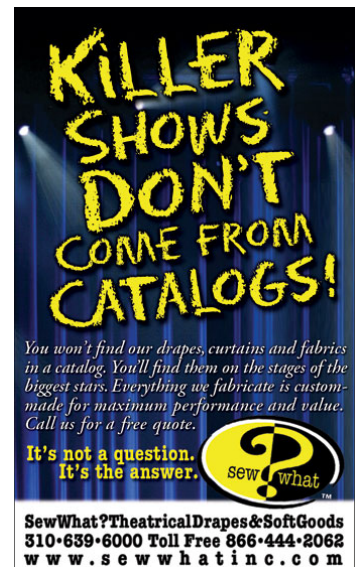
Sew What Inc.

You can be in business for years, and still be one of your industry's best-kept secrets. (That's not a good thing.) But good branding and the right marketing strategies can make you an overnight sensation. When Sew What? Inc. approached us, they had been providing custom draperies to the entertainment industry for over a decade, yet they were still struggling to gain awareness. Added to that, the long-established category leader with whom Sew What? competed eclipsed just about every other player in their industry, meaning it would be a very tough uphill battle for Sew What? Inc.

But we love a good challenge and this one was it!

We saw Sew What? as little David going up against Goliath. The management was young and a bit cocky. They weren't willing to conform to others' rules. They spent a number of years in the Rock and Roll touring business. To us, they were the rebels, the pirates, the iconoclasts who could pave their own path to success. That was all we needed to craft a new branding strategy that bucked convention and set them apart.

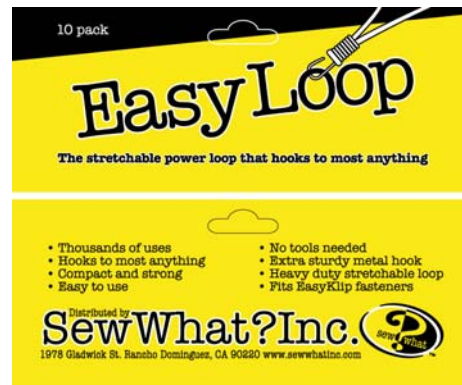
Our creative team developed a ballsy slogan: "Sew What? It's not a question. It's the answer." We designed a new logo featuring an enigmatic Riddler-style question mark that was graphically simple and striking at the same time. The bold yellow and black color palate we created jumped off the page, the computer screen, collateral and product labels. Just as important, we drafted a new branding statement that the company adapted as the manifesto of their corporate culture.



New print ads and an entirely re-engineered website (with significant emphasis on search engine optimization) completed the opening salvo. In concert with an aggressive PR program and ongoing marketing counsel, Sew What? celebrated a 25% increase in sales by the close of the first year of its new branding. By the end of the third year, the company had a quadrupled its business.

Additional marketing initiatives led to exposure far beyond the entertainment industry, and the company president received numerous national awards and accolades as a business innovator.

The ultimate proof of success however comes from recent marketing research that shows that not only are the company's customers thrilled with the products and service Sew What? provides compared with the competition, but they specifically indicated their belief in the brand promise, meaning a solid connection between our client's marketing efforts and their customers' values. Goliath 0, David 1.



For more examples of our work, go to www.starmarketing.com/portfolio.php