

CASE STUDY: Nielsen Bainbridge

CHALLENGE

NielsenBainbridge called upon us to help build trade and consumer brand awareness of its industry leading metal frames and preservation matboard.

SOLUTION

We designed a trade ad campaign introducing new colors of conservation matboard, frames for today's lifestyle and a testimonial photographed in an art museum. To reach consumers, we created consumer ads, postcards, and ValPak inserts. To expedite their use by retailers, we developed a dedicated website, nbeCreate, where retailers can customize the marketing materials for distribution through the mail or insertion in newspapers.

RESULTS

NielsenBainbridge has seen a dramatic increase in brand awareness and requests for its products by name.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



Bainbridge®



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