

CASE STUDY: NielsenBainbridge

CHALLENGE

NielsenBainbridge called upon us to help their retailers build consumer brand awareness to their industry leading metal frames and preservation matboard.

SOLUTION

Block & DeCorso designed a user-friendly website called "nbeCreate" where NielsenBainbridge retailers would login to easily build and customize newspaper ads, postcards, and Valpak inserts. The retailer could also order a mailing list, at no charge to them, based on their criteria and have their postcards mailed without leaving their computer. The operation was easy, inexpensive, and completely turnkey. A loyalty program awarded exclusive NielsenBainbridge framers points to be redeemed for advertising materials.

RESULTS

NielsenBainbridge has seen a dramatic increase in brand awareness and requests for its products by name. The company has developed a stronger bond with its retailers by giving them excellent support.

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



 NielsenBainbridge™



BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 www.blockdecorso.com

CONTACT: Bill DeCorso
E: bdecorso@blockdecorso.com