

CREATIVE REFRESH

LAST YEAR'S LOOK JUST WON'T CUT IT

J.SCHMID

We move brands forward

Are you missing out on the surge in direct marketing?

To win in the current environment your creative needs to be sharp and up-to-date. Presenting your brand as it was a year ago won't cut it. Evolving your look and messaging to resonate with the new consumer mindset and marketing dynamic is more important than ever.

RETHINK & REIMAGINE

Let us help. Using proven and tested marketing techniques, together with the most current data on what's driving sales, we'll actually show you exactly how your brand can adjust its creative to win market share in this new economy.

Our team will provide a multi-channel creative package that will DISRUPT, DELIGHT and DRIVE revenue and serve as a "guide" for producing all future creative including:

- 9 key recommendations for your brand
- 3 catalog front covers
- 1 intro spread that promotes brand value
- 2 product spreads
- 1 promotional email
- 1 companion landing page

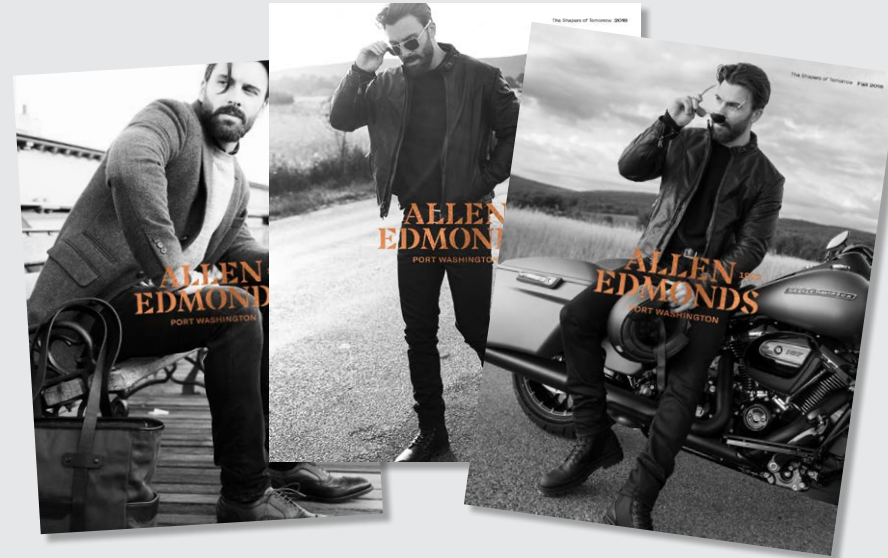
Special Offer

\$12,500

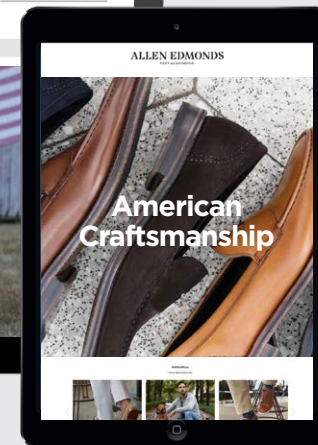
Do the math! On average our clients experience an **8% sales increase** when we lead a creative refresh.

Contact Lois Brayfield at loisb@jschmid.com

Catalog Covers (3)



Website Landing Page



Email

Catalog Spreads (3)



Example shown:

Allen Edmonds had recently gone through an extensive rebranding effort and called on J.Schmid to help translate the new positioning into their dated catalog design. Through these concepts, we showed them how new photography and storytelling techniques could transform the tired design into a modern and exciting brand presentation.