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decade snow and skate
pacific marketing associates
line skis
franklin resource group
macy's
Franklin Resource Group implements national retail marketing strategies for the sporting goods, outdoor, and active-lifestyle industries. They provide product-placement strategy and implementation as well as sales and inventory data. In this dry and numbers-heavy industry, Franklin Resource Group needed to highlight their unique strengths and differentiate themselves on every level. They hired Uventus to implement the redesign of the entire brand.
We began by assessing who Franklin Resource Group truly was, both as a company and as individuals. The staff were relatively young, active, and outgoing, in contrast to their marketing materials, which were conservative, text-heavy, and corporate – like those of their competitors. Prospects didn't get a feeling for Franklin Resource Group's specific expertise in the sporting goods market, nor their young and vibrant workforce.
Uventus developed a brand strategy and marketing materials for Franklin Resource Group, including a new mark that expresses action and highlights the brand's youthfulness, energy, and active-lifestyle focus. We also created an engaging website using humor, creative imagery,
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Franklin Resource Group
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