

- decade snow and skate
- pacific marketing associates
- line skis
- franklin resource group
- macy's

Market research analysis revealed that Macy's core consumers were middle-aged women in the middle-income bracket, and Uventus was chosen to aid in a rebranding effort to target this segment. We designed new marketing materials for use in the San Diego test market, which repositioned the brand using humor and demographic-specific messaging.

Uventus focused on extending the creative brief across multiple print materials, and produced a package of deliverables that strongly expressed the new Macy's. This new creative direction was so well-received in the San Diego test market that Macy's implemented it nationwide, increasing sales as a result.



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Macy's

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