

Our cases

The text 'Our cases' is presented in a bold, sans-serif font. 'Our' and 'cases' are in black, while 'es' is in white. The text is set against a background that is light green on the left and black on the right. A blue scribble with a downward-pointing arrow is positioned to the right of the text.

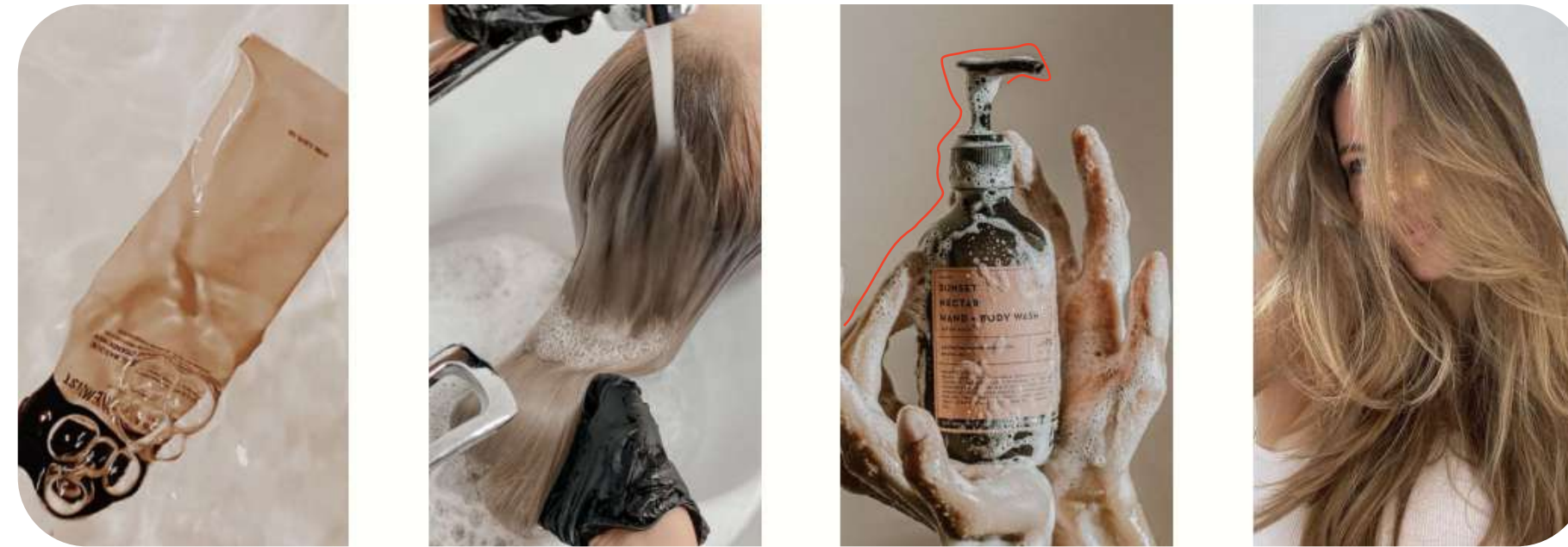
Actions:

- ✦ Executed full analysis of the brand, market, competitors and segmentation of the target audience [with conclusions and actions]
- ✦ Highlighted a clear and distinct brand positioning [Brand archetype, USP, Ton of voice, values]
- ✦ Created of a new brand identity [logo, fonts, colors and templates]
- ✦ Completed Guidebook for Social Media [Insta, FB, Booksy - content plan, sections and headings, moderation]
- ✦ Constructed brand ecosystem including all online and offline channels what leads to simplify customer path in Booksy, Insta, website.

Results:

- ✦ Revenue Growth of Qi salon **+10%** and Qi Cosmetics **+40%**
- ✦ Online conversion rate increase **+4%**
- ✦ New customers increase rate **+7%**

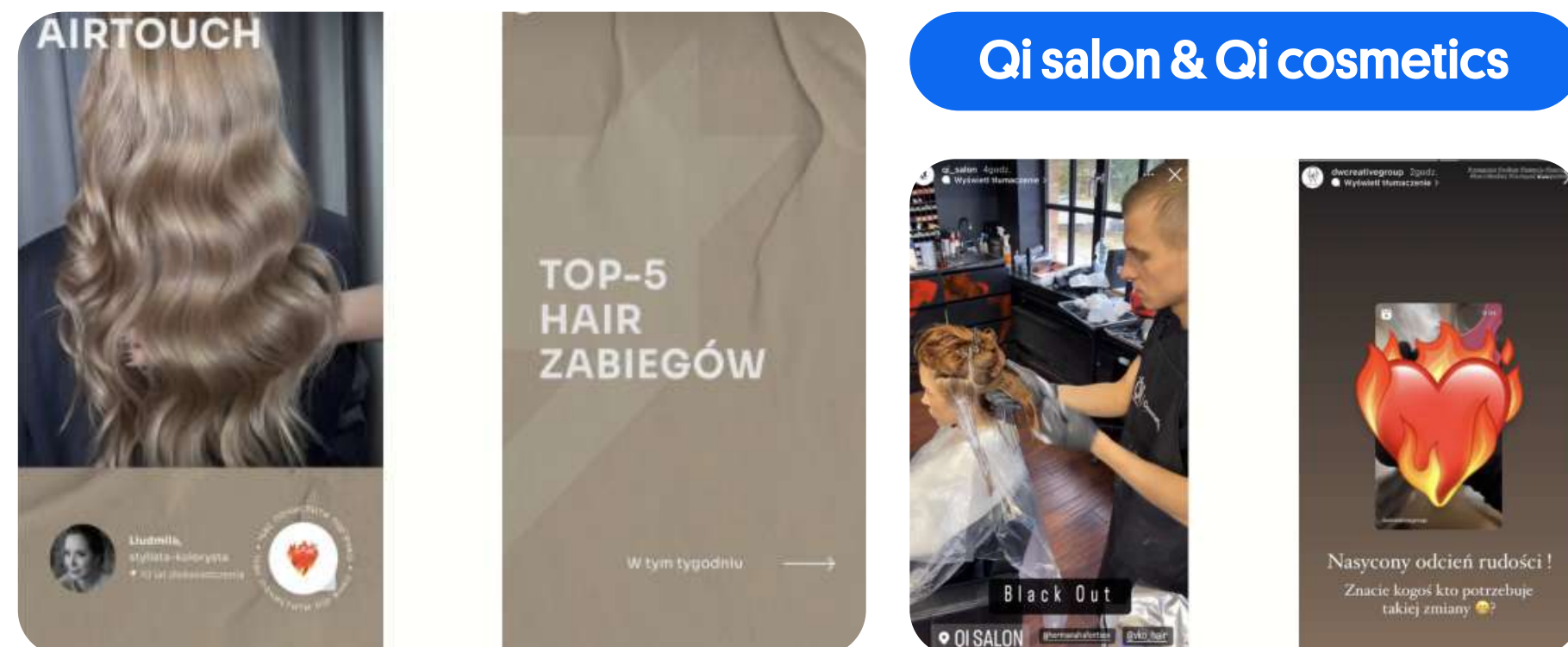
— Qi salon & Qi cosmetics



Forum

Originally commissioned in 2014 for Los Angeles-based apparel company Nasty Gal—named as such after the 1975 album and song of the same name by influential funk singer Betty Davis (b. Betty Mabry, 1945)—Mabry is the commercial iteration of the former NG Grotesque.

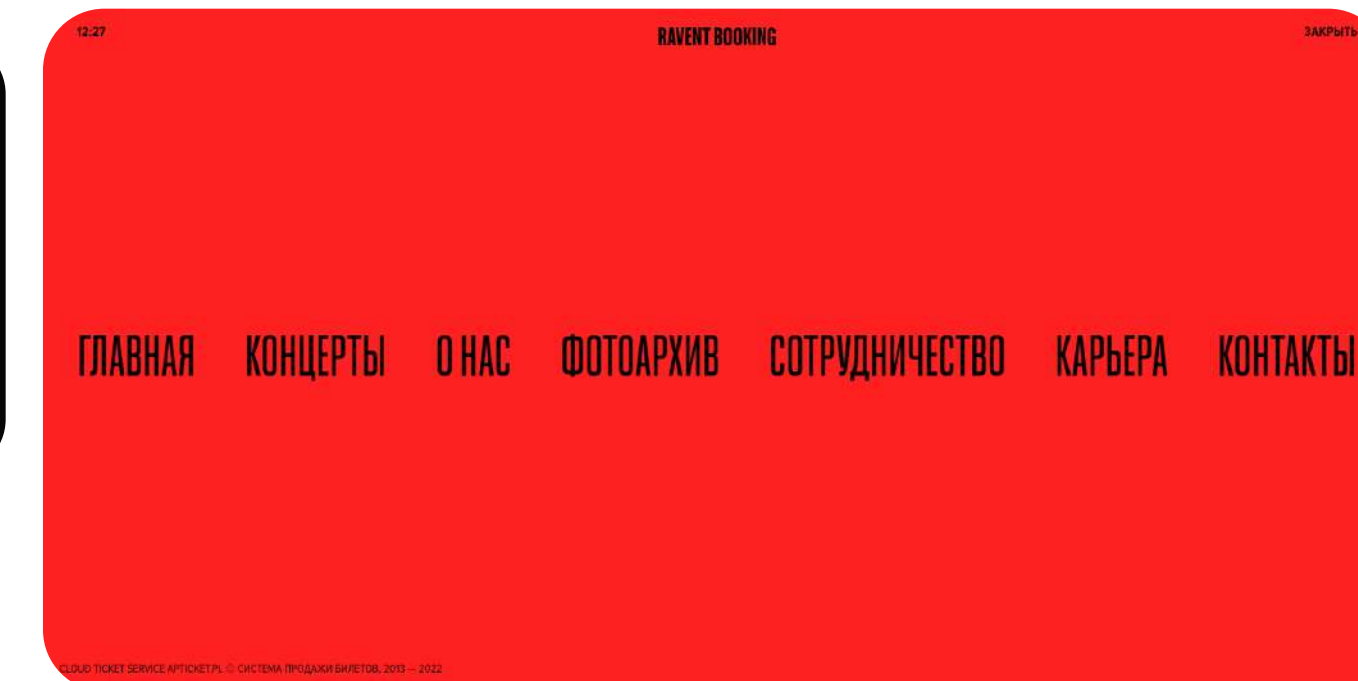
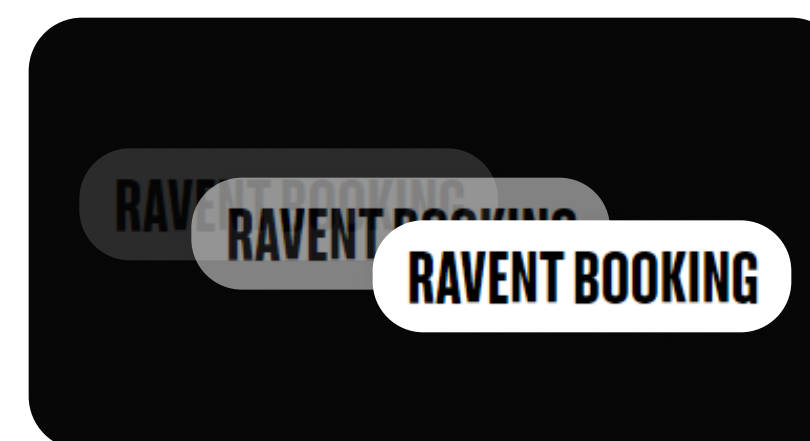
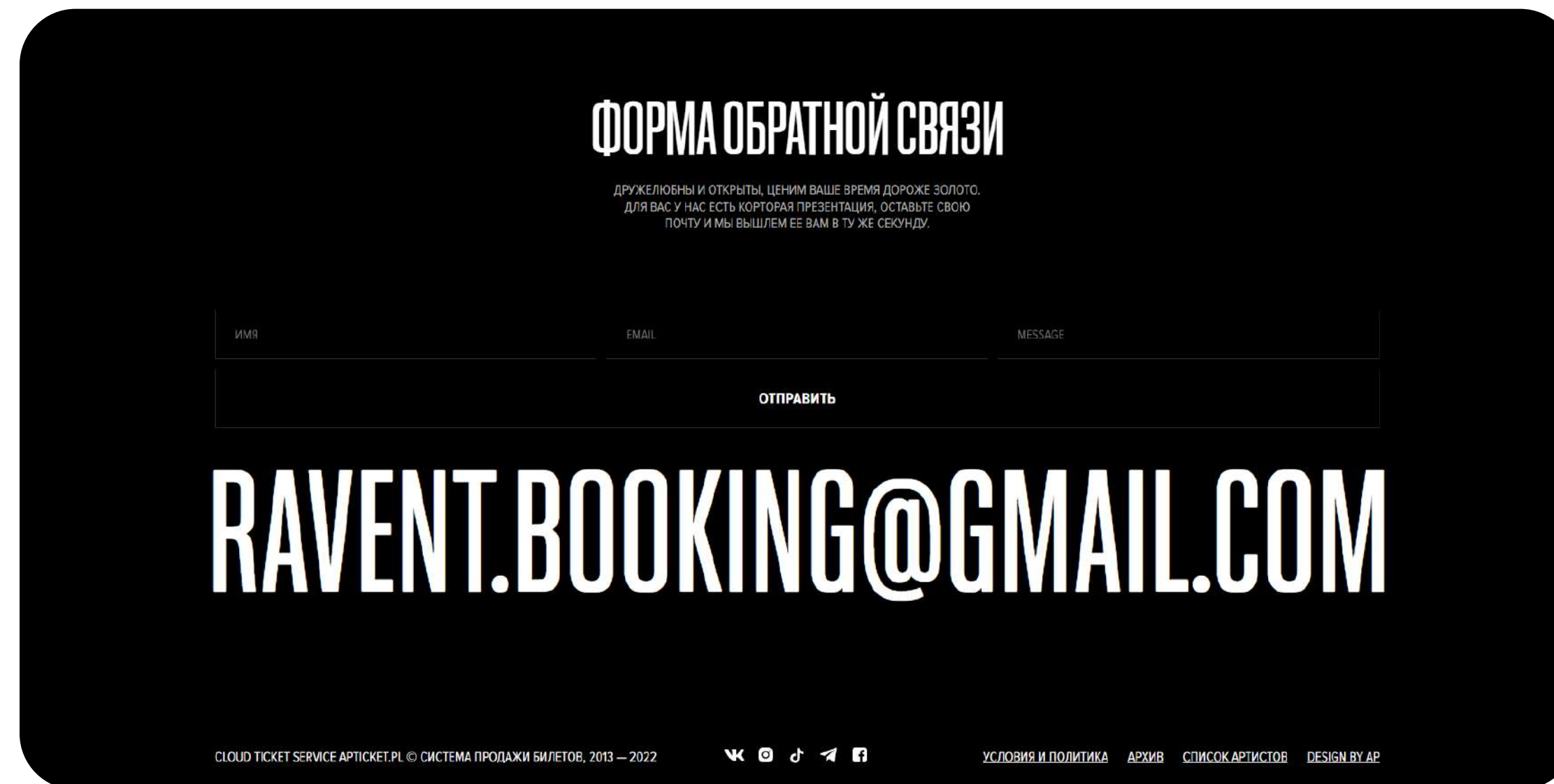
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— Ravent booking

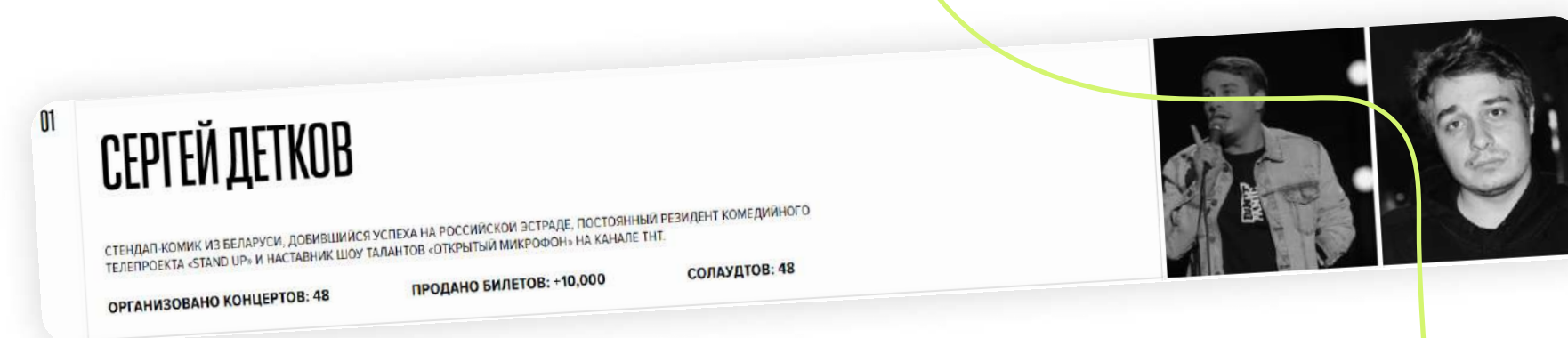
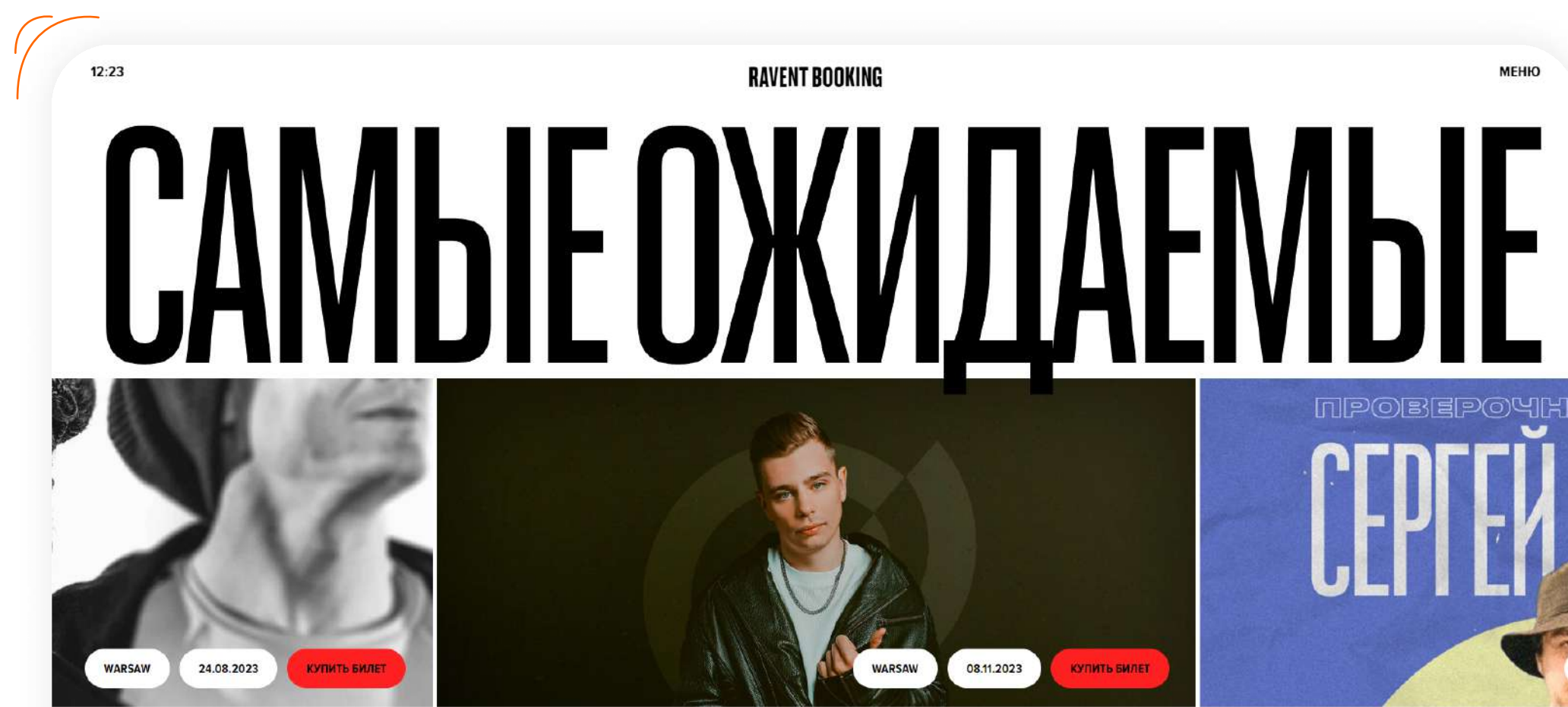
Actions:

- ✦ Developed new website (frond-end & back-end)
- ✦ Designed and created content for 10 events (posters, creatives, texts)
- ✦ Created of a new brand identity (logo, fonts, colors and templates)
- ✦ Simplified customer journey by optimizing website and advertising
- ✦ Setting up and implementing advertising (Google Ads, FB & Insta ads)



Results:

- ✦ Reduced tickets purchase time by **25%**
- ✦ Increase new customers by **20%+** (humor events)



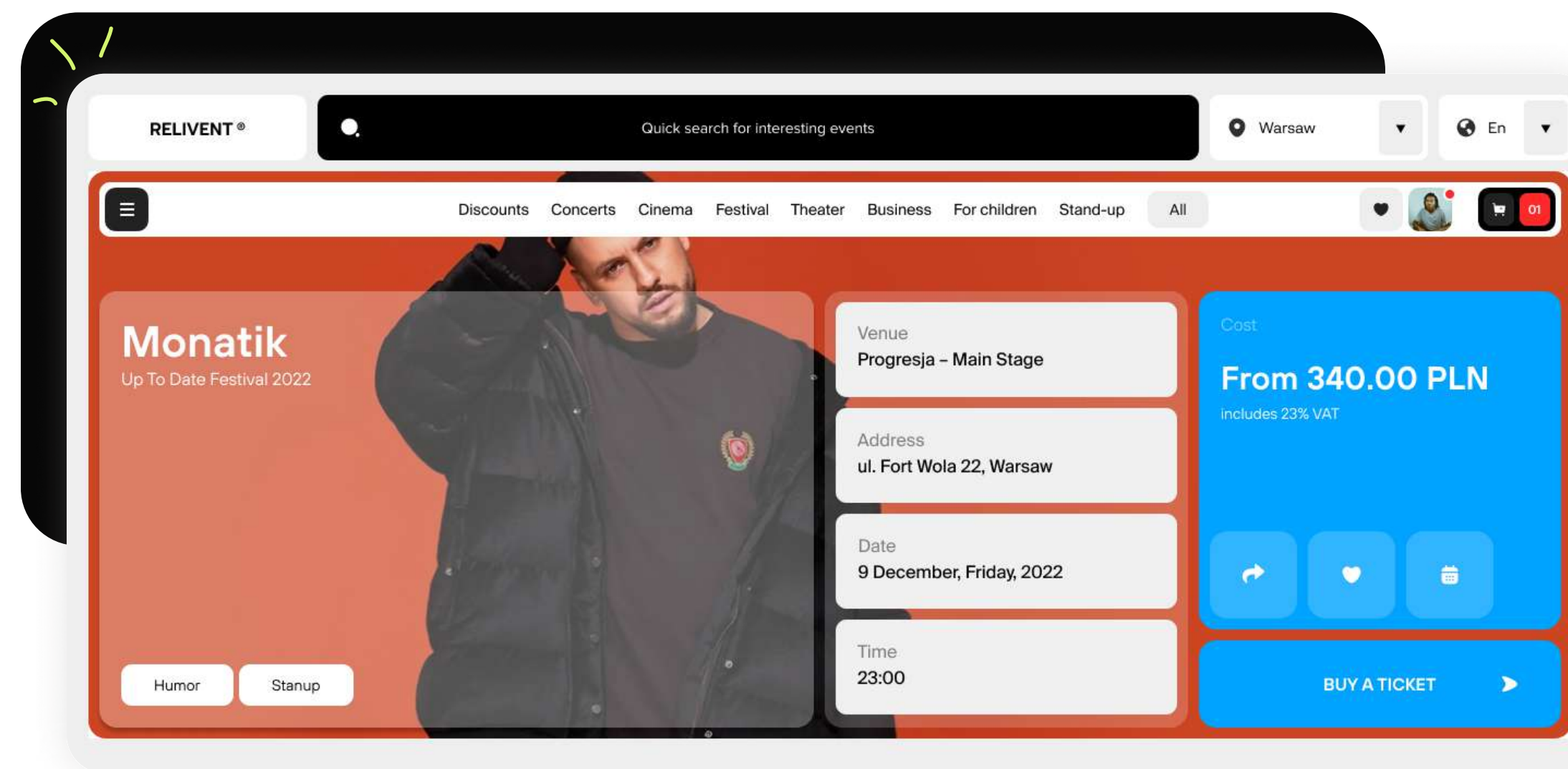
— Relivent.eu

Actions:

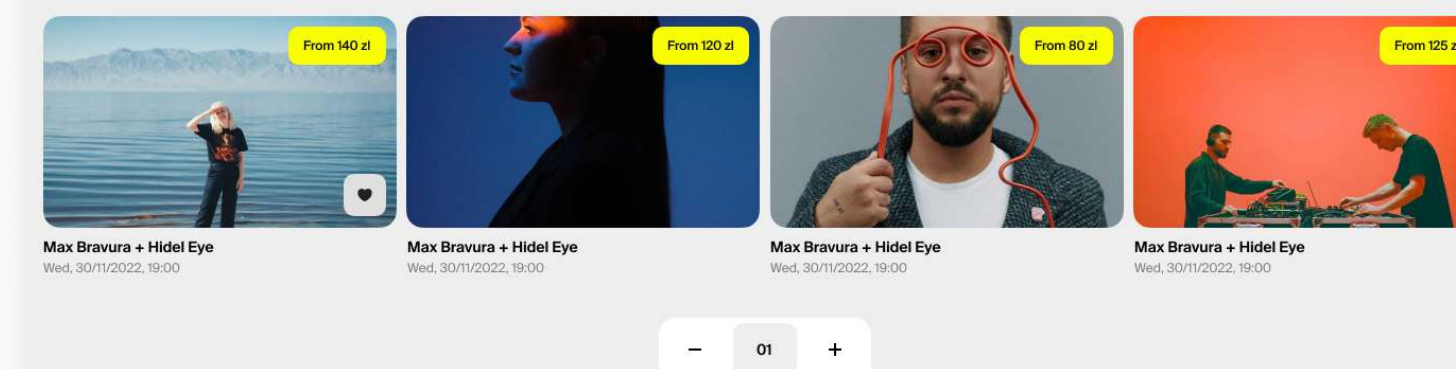
- ✦ Developed new fully equipped ticket operator for Ravent Booking (tech, legal, strategy part)
- ✦ Evaluated full analysis of the market, competitors and segmentation of the target audience (with conclusions and action plan)
- ✦ Created & executed of a strategy for entering the market
- ✦ Highlighted a clear and distinct brand positioning (USP, Ton of voice, values)
- ✦ Creation of brand & visual identity (logo, fonts, colors and templates)

Results:

- ✦ Project in execution phase, results coming soon ;)



Similar events



Your search history

