



Contract Decor International

Contract Decor International is the hospitality industry's leading source for high-quality, custom-manufactured window treatments and bedcovers—offering complete field verification, site surveys, installation, delivery, and furniture re-upholstery services nationwide.

The Challenge:

Contract Decor International had been in business for more than 10 years with growth every year. Their primary revenue generator was word of mouth and a network of great sales consultants. The company was very focused on superior customer service, flawless production quality, and professional integrity. Confident in their passive marketing efforts, they wanted to create the tools necessary for a more proactive marketing approach.

Reaching a Solution:

After conducting market research, competitive analysis, and internal staff reviews, Barrett endeavored to create a brand identity through a unique and comprehensive review and refinement process. Once the logo was born and applied to the core stationery system, a services brochure was developed incorporating vibrant photographs of Contract Decor's finished products and new copy was written that focused on articulating the strengths of the newly defined brand. In addition to providing their core market groups with marketing materials that distinguish and differentiate their company, Contract Decor requested that we build a dynamic online project tracker and spec builder (password-protected) to make the lives of their prospective and current customers easier.

Reactions:

"We're excited about the relationship that has developed as a result of these recent marketing projects. It's reassuring to know there's a smart team of creative and insightful marketing personnel at our fingertips whenever we need them. Best of all, our sales team has raved about the response our customers and prospects have had toward the new logo, brochure, and online spec builder and job tracker. They love it."

Deliverables:

- Logo
- Stationery
- Brochure
- Website
- Intranet
- Project Tracker (extranet)
- Spec Builder (extranet)
- Advertising