

CASE STUDY: Crown Roll Leaf

CHALLENGE

Crown, a leading innovator in hot stamping foils and holograms, was perceived as a smaller operation that couldn't address large demands. They challenged us to change the perception.

SOLUTION

Beyond developing an integrated brand building campaign that positioned Crown as the world leader in hot stamping foils and holography, we developed two key sales tools: A videotape tour of Crown's state-of-the-art facilities and The Hot Stamping Foil Guide. As the industry's first authoritative guide to holographic, metallic, pigment and other foils it featured sample swatches for over 2000 products, information on their usage, and examples of various techniques that could be employed to get maximum visual impact.

RESULTS

Now in its second edition, and mimicked by competitors, Crown's Foil Guide and videotape were the two major contributors to Crown's 700% revenue growth and sales to 50 countries. Crown's holography has been selected for Olympic tickets, Aquafresh, Sun Microsystems' JAVA, and other world-class products. With operations over 150,000 sq. ft., Crown is now four times larger in size than when we started working with the company.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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