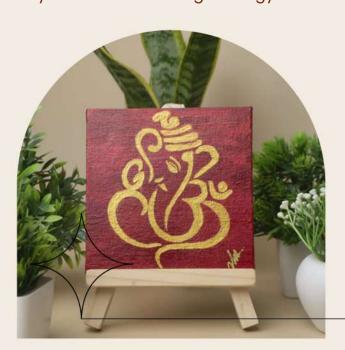
## Revitalizing Artbox's Brand Identity

### **Overview**

Artbox Solutions is a corporate gifting and personalized gifting items company catering to B2B and B2C markets. Though their product offerings were good, they were struggling to build a strong online presence and stand out in a competitive market. CGB Studios collaborated with them to streamline their brand identity, extend their online presence, and establish a systematic marketing strategy.





# CHALLENGES FACED BY ARTBOX SOLUTIONS

- Unclear Brand Positioning: Required a clear identity to target corporate as well as individual customers effectively
- Limited Online Visibility: Found it hard to draw the right crowd, resulting in reduced engagement and sales.
- Inconsistent Marketing Strategy:
  Inconsistency in content across
  channels hindered building
  recall for the brand.
- Need for E-commerce Optimization: Their site needed enhancements to make the user experience seamless and improve lead conversions

## Our Approach

#### **Brand Identity Development**

Executed market research to determine a unique positioning for Artbox Solutions.

Crafted an integrated brand identity, such as streamlined messaging, logo, and color scheme.

Designed a powerful brand narrative that reflected their capabilities in corporate and personalized gifting.

#### **Digital Marketing Revamp**

Crafted a niche social media approach to target B2B and B2C consumers.

Designed visually engaging creatives to demonstrate their varied gifting solutions.

Implemented a content calendar with thoughtful promotions and festive campaigns.