

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.