

CASE STUDY



The campaign included a save the date, registration materials, online ads, emails, email signatures, and a website where attendees registered. All with the SDU branding, colors and messaging consistent.

SUNDANCE SELF-PROMOTION

Sundance University Event Collateral

Objective:

Re-Brand SunDance through new collateral and impactful education events for partners and clients.

Challenge:

To tailor an informative program around helping partners shape their customers' brand experiences to grow their business and revenue.

Solutions:

We created an initial event focused on haptics (the science of touch) and how a brand "feel" impacts the overall customer experience. After the launch event, SunDance rolled out supporting brand collateral designed to benefit our customers. Pieces included design charts, pdf and printable cheat sheets, direct mail tools, and more.

Results:

Sundance received a 10.6% response rate on the multi-channel campaign and 53% conversion rate, with nearly 70 attendees. We also achieved a significant increase in luxury and high-end projects as our partners looked for ways to elevate their brand collateral.