

Rebranding of Effe2Flex

About



EXISTENT LOGO

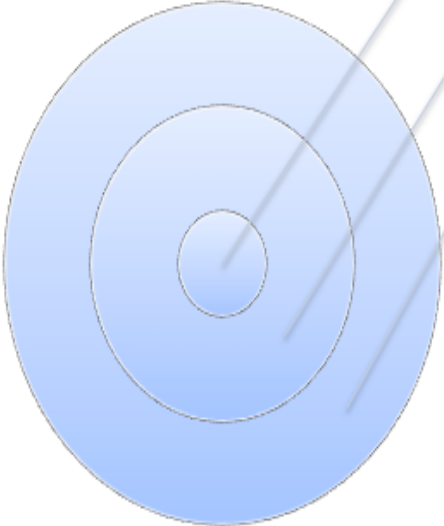
Effe2Flex was created In 1996, in partnership with the Italian partners, to deal with the production and marketing of mattresses of all types, orthopedic systems and sleeping accessories with ISO 9001 quality product and production certificate.

They offer the right products divided into age groups, weight, sensitivity to allergies, for a fair solution to those who have problems with spinal cord. They also provide the opportunity to test the product and, if necessary, replace it according to customer requirements.

As a result of the work and dedication of all staff they are among the most quoted in the hotel, hospital market and student dormitories all over the country.

Product Analysis

Three levels of a product
www.marketingstudyguide.com



Core need
(main consumer benefit/s)

Actual product

Augmented product
(or supporting services)

CORE PRODUCT

Service: On stock & custom made mattresses for a healthy sleep

Target Group: Bussiness owners of Hotels, Hospitals and dormitories

ACTUAL PRODUCT

Brand Name: Effe2flex

Guarantees: 5 Year Warranty

Packaging: Not Specified

Quality: Raw Materials through prudent selections

Design: Custom Made

AUGMENTED PRODUCT

Delivery: Vague

After-Sale Service: Not Specified

Competitors Visual Identity

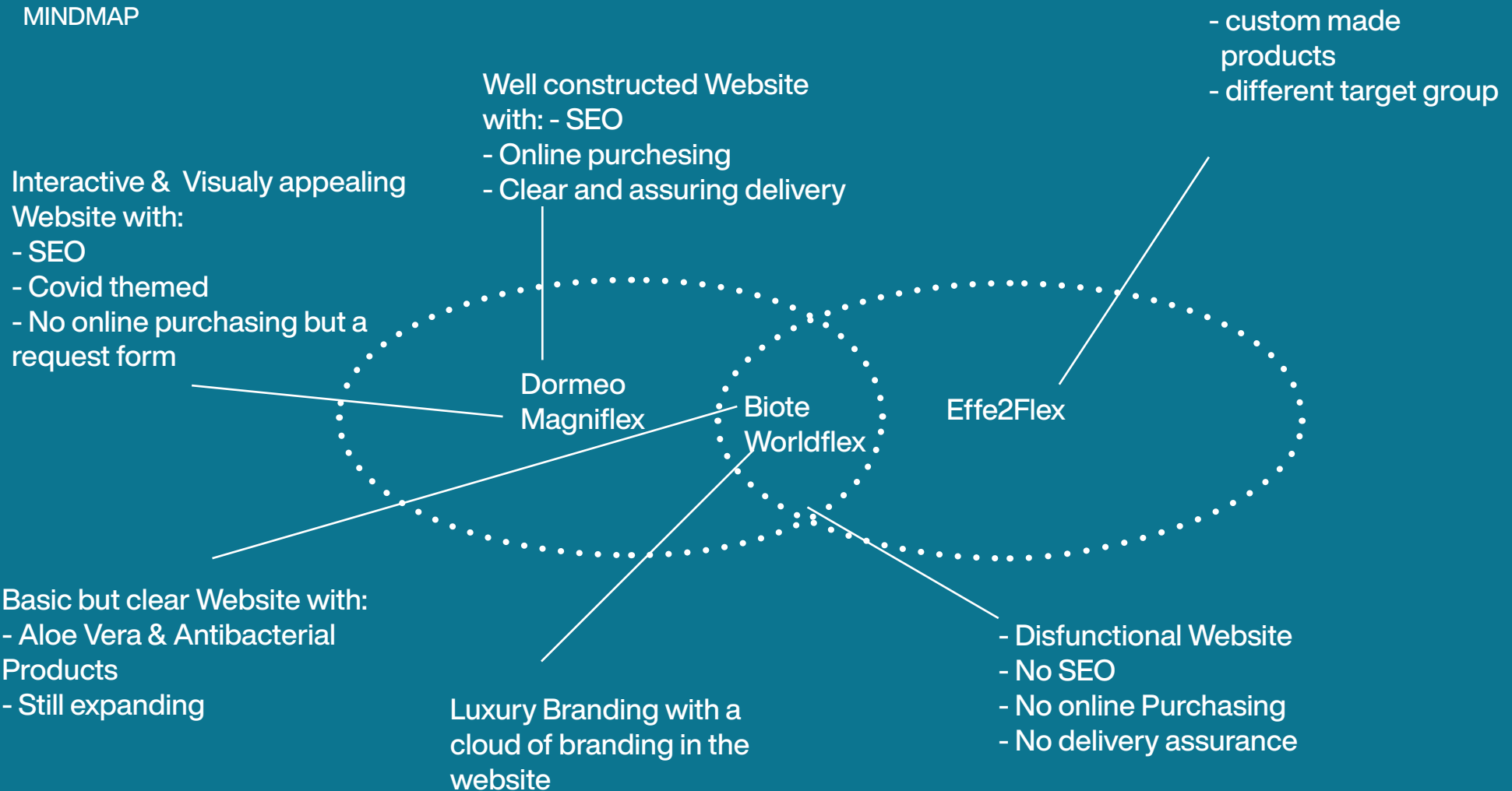


Sleep is life's greatest pleasure



Brand Positioning

MINDMAP



Brand Assessment



Domain: Hotels, Hospitals and Dormitories Markets

Heritage: Products from Italy since 1996

Values: Quality of the product, Reasonalble price, Warranty for the product

Assets: Different target group from all competitors: hotel, hospitals and dormitories

Personality: Customer oriented

Reflection: Prudent selection of materials to offer quality for the products that match the price and establishing a good relationship with the clients

Brand Development

GOALS

- If the company's personification is customer oriented they need to establish a fully optimized website where they can handle ordering requests
- The delivery and the packing process should become clearer to the client to establish a better customer relationship
- The target group is the only asset of the company, but we have to make sure we can handle large quantities of requests
- The visual identity lacks authenticity and meaning



Brand Execution



- First we need to make customer analysis, competitor analysis, and online review info to create the brand positioning message.

-Then, use that positioning message to create branding materials , which means:

1. A style guide
2. A content strategy
3. A logo
4. A tagline

- Then come up with the bussiness strategy on how to maintain the clients request online

- Design a website that matches the new visual identity and the business plan

New Visual Identity

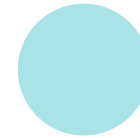
It was the company's request that the new logo be in turquoise. They believe that the meaning behind the color and stone can be correlated to the logo.

Upon research you can find that turquoise color and stone get associated with words like: calm, refreshing, clinical, feminine, balance, heavenly energy, serenity.

It is said carrying the stone can help appease anxiety, regulate blood pressure and heart disease.

These are all features we can incorporate inside the logo through the colour palette and symbols.

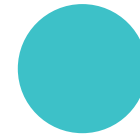
Color



A8E3E6



71D3D8



3DC1C8

Font Maiandra GD

Orbitration Normal

IDEAS



Second Version





Through this logo the company will be able to differentiate from the rest of the competitors and also give their audience a clear vision of what their product represents.

The closed eye represents the service and the swan swifiting through the waves represents the benefit of the product.

This tagline reinforces the massage both symbols bring. It is a concise way promoting the qualities of the product.



Revitalize as you sleep

Website

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WELCOME TO SERENITY



The biggest weakness of Effe2Flex is their online platform. With COVID-19 affecting every business it is crucial for this company to improve their website. Their website should at least match the functionalities of the competitors one.

Optimizing the web page with a SEO and online ordering is a necessity for the growth of this company. Considering their target are other businesses, the website must support big quantities of requests.

However, working with our target group is very beneficial as they spread awareness of the brand through the clients they receive.

Bussiness Card



Brand Growth

The execution of the brand would mean nothing if you aren't tracking its progress. You need to consider things like:

What's happening with your search traffic?

Has the volume of your web visitors increased?

Are people sharing your brand on social media?

How many new leads were generated?

The only way to answer these questions is to track your progress and make the right adjustments to your brand development plan.

Create your plan, promote your brand, track your progress, and adjust things as needed.



Before After



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**Thank You
For Your Time**