

KIK- THE BRANDING AGENCY THAT REVERSED ITS FORTUNES

Challenge:

KIK had been a successful small branding agency for the past decade. However, the 2009 recession hit the company hard, taking away most of its print business and causing major contracts to walk away. The company closed its doors which had been located at a trendy historic shoe factory loft and owner Andrea Orozco moved most of her staff to a reduced work status, operating from her home's basement. She needed to re-invent herself quickly to get back to where she'd been.

Partnering For Success:

We looked at what was going to allow KIK to create the most leverage to harness their best experience. We also looked at current industry trends and demand currents in the market. We analyzed different strategies and industries for viability and profitability. Matching existing infrastructure and market dynamics, we created a plan to target a new vertical where Andrea positioned herself into a new specialty- Online Marketing Strategy.

Repositioning:

- Capability Presentations and case studies were presented to current and new clients in line with the new communication strategy
- An educational event was held by KIK showcasing success stories in the industry garnering high interest and accolades from clients
- New website design highlighted the new positioning and differentiation in the market.

Results:

- KIK has regained all its lost customer base and has exceeded all previous sales in its history. Their sales continue to grow by record breaking digits every year.
- Andrea has taken on a new partner, new staff and has recently purchased office space in downtown Toronto.

We have collaborated with a broad range of companies — from global brands to fast-growing start-ups — to help them solve their brand position challenges and grow their sales. However, there's no way to know if we can help you without sitting down and having a conversation. Give us a call at **416-253-7571** or email us at chala@therepositioningexpert.com to set up a no-pressure discovery conversation.