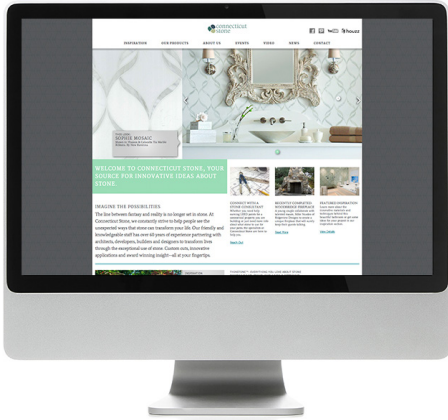




case study :: Connecticut Stone

# WARMING UP A COLD BRAND



Connecticut Stone is an award-winning, family owned and operated natural stone company that has been in business for over sixty years. Along with their years of experience in the industry, they are known for their innovative use of stone. They offer a full spectrum of the finest traditional stone from all over the world, as well as innovative, eco-friendly natural stone products.

## THE OBJECTIVES

To develop brand messaging and identity that would position Connecticut Stone as an aspirational brand while building their reputation as a thought leader and innovator in products, design and application.

## THE SOLUTION

We developed a strategic positioning strategy for Connecticut Stone as an aspirational brand, a source that contractors, designers, architects and individuals turn to as a supplier of a lifestyle. Starting with a complete competitive research and analysis, we identified the areas of opportunity for growth and refined the brand messaging and identity. From there, we used this positioning to completely rebrand Connecticut Stone, update their marketing materials and environmental graphics, completely overhaul and redesign their website and built a new social media campaign to launch them into the lifestyle category.

## THE RESULTS

Due to a successful working relationship for many years, Elements manages and executes all of Connecticut Stone's marketing and sales plans, initiatives and budgets. Feedback from employees, vendors and customers has been extremely positive and the company continues to grow and shift successfully into the lifestyle category. With outreach into growing social media platforms, new website launch, videos and sales materials, Connecticut Stone has transitioned with ease into their new brand identity and continues to solidify their position as the innovative forerunner in the industry.

## SERVICES UTILIZED

- > Marketing Strategy
- > Creative Direction
- > Brand Review & Analysis
- > Corporate Identity
- > Consumer Marketing
- > Environment & Events
- > Interactive & Digital Media
- > Public Relations
- > Print Collateral
- > Social Media
- > Video
- > Websites

## CLIENT TESTIMONIAL

*"Elements serves as our marketing department. I rely on their team as a collaborative partner, and they deliver with creativity, quality and great service."*

– Tyra Dellacroce, Vice President, National Interior Project Group

