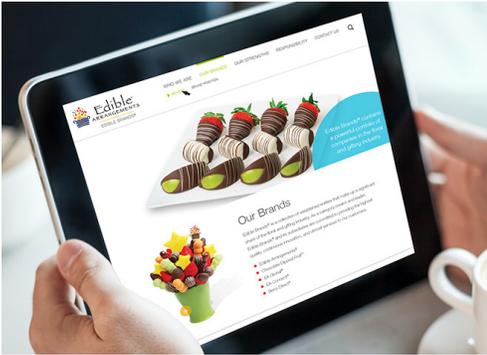




case study :: Edible Arrangements®

A FRESH APPROACH



Edible Arrangements® International is a Connecticut-based worldwide franchise company specializing in fresh fruit arranged to look like beautiful floral designs. Their novel concept caught on beginning with their first store in 1999, offering clients the ease of sending an attractive fresh gift item as convenient to order as a bouquet of flowers — but tastier! Edible Arrangements also designs and produces a huge variety of specialty items, such as gift boxes featuring premium chocolate-dipped fruit and fresh-fruit-to-go products.

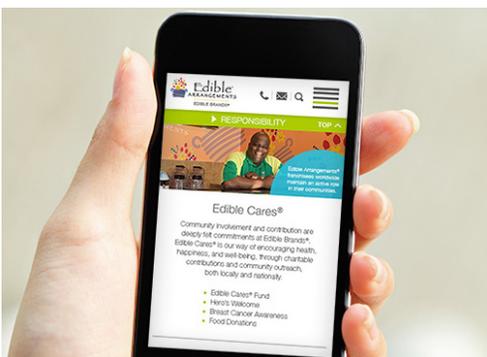
THE OBJECTIVES

Elements was challenged to create a unique identity, brand standards, support graphics, a website, and a digital advertising campaign based on the new branding for Edible Arrangements' corporate sales division. The goal was to increase franchise sales in a competitive market by remaining consistent with current corporate branding, while at the same time developing an independent franchise identity that would attract targeted prospects looking for a supportive and professional corporate partner.



THE SOLUTION

The first stage of our process was to establish Edible Arrangements International (EAI) as one of our nation's leading franchise opportunities. No one had ever constructed EAI's franchise sales marketing message. Elements recognized the need to align the new brand with their future vision plan for growth by capturing the energy and strength of the EAI brands. After an internal and external visual audit and benchmarking effort, Elements created a refined and dynamic logo, along with supporting graphics that were designed with a strong digital presence in mind. They were fun and fluid, and had the ability to move and grow across many platforms while keeping the identity consistent.



THE RESULTS

Elements' strategic work and creative execution was very well received and immediately put into action. Using our newly-created brand standards and identity, Elements rolled out a responsive franchisee website, a multi-version, whimsical digital advertising campaign and strategically aligned sales materials.

Franchise sales experienced immediate and continual increase from initial rollout; the new franchise website increased conversions and time on-site; many positive reactions from prospects were received and new franchise goals were surpassed before year's end.

SERVICES UTILIZED

- > Brand Identity
- > Brand Standards
- > Interactive & Digital Media
- > Strategy & Positioning
- > Websites

CLIENT TESTIMONIAL

"Elements did a great job on our B2B marketing materials. They not only created beautiful collateral, they also helped craft our message. As the foundation for all of our marketing and sales efforts in this category, their work has produced outstanding results and we will continue to see the benefits for years to come."

– Ryan Hostetler, Brand Marketing Manager, Edible Arrangements®