

# case studies



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CASE STUDY # 1

# AFC Security

Industry: Alarm System Installation and Monitoring

Founded: 1986

Location: Toronto

Employees: 105+

## Challenges:

AFC Security, formerly Alarm Factory Canada, faced branding challenges, limiting its perception to traditional alarm systems. Seeking a modern identity, AFC partnered with Creatica.



**AFC**  
**SECURITY**

Perimeter Secured™



# AFC Security's Evolution with Creatica

**AFC x Creatica**

AFC and Creatica joined forces to redefine the brand, emphasizing modern security solutions while maintaining brand recognition.

# Strategy

## BRAND DISCOVERY

Creatica analyzed AFC's brand, identified target personas, and understood the need for a dual appeal to corporate and household audiences.

## BRAND STRATEGY

- Positioned AFC as a forward-thinking security provider with a three-decade legacy.
- Blended Hero and Sage archetypes for strength, wisdom, and modernity.

# Execution

## NAME EVOLUTION

Recommended options like **AFC Security**, AFC SecurityTech, and AFC Safeguard, accompanied by empowering taglines.

**Alarm Factory**

Old Operating Name



**AFC Security**

New Operating Name

## REBRANDING FOR MODERN MARKET

Aimed to shift AFC from being seen as merely an alarm company to a full-spectrum security solutions provider.



## LOGO AND CORPORATE IDENTITY REVAMP

Introduced a modern, technology-forward logo and identity to align with the new brand positioning.



Old Logo



New Logo

# HIDDEN MESSAGES IN THE LOGO



Transformers  
Bumblebee



Robot



Fictional Character  
**Sam Fisher** from  
Splinter Cell game franchise  
*A spy with latest gadgets*



Shield



Checkpoints



## M E S S A G I N G   S T R A T E G Y

- Aligned messaging with outcomes, emphasizing peace of mind and a 360-degree security implementation.
- Infused Hero and Sage archetypes into the brand voice for authority and wisdom.



### Pioneering Security Expertise With Over 30 Years Of Service

Optimizing building and infrastructure performance, improving safety and security through world class technology, and enhancing comfort are just some of the ways we protect and improve the places where people live, work, learn and play. Dedicated to protecting the environment, we implement our promises in industries such as healthcare, manufacturing, industrial, commercial, residential, and entertainment.

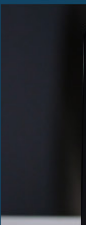
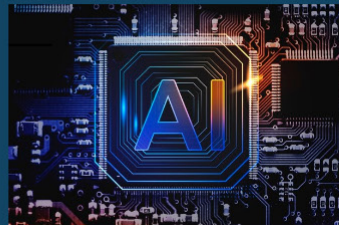
Using a complete range of systems and digital solutions, such as virtual receptionist, virtual guard, and enhanced security, we create smart buildings. A smart building is much safer, comfortable, efficient, and most importantly, more sustainable.

With cutting edge technology, we always ensure your business and assets are secured with the most advanced and customized solutions.

### Brave New World

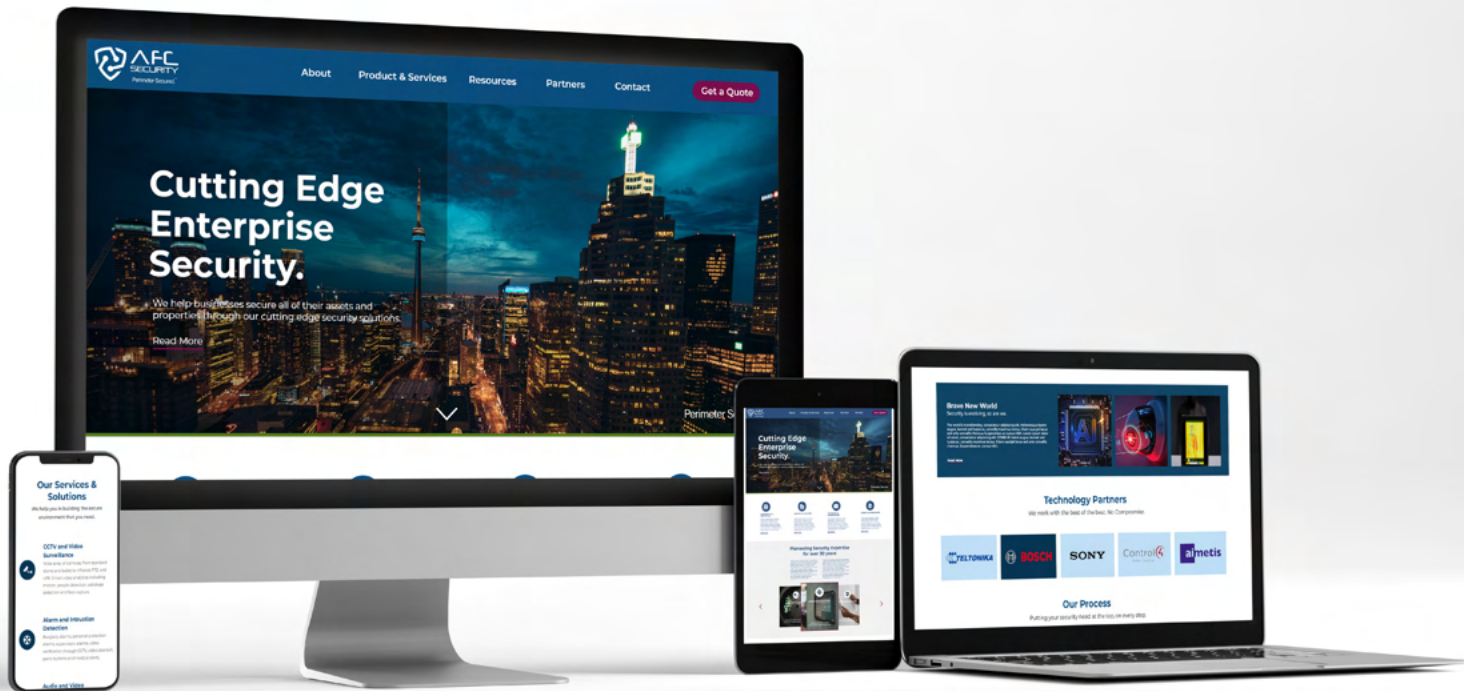
Security is evolving, So are We.

The world is transforming, so is security. Having the right security system for your business will help to prevent theft, damages and disruptions from occurring, while providing peace of mind to your employees and customers. AFC Security is a trusted name that provides the most advanced technology in the industry, and provides systems that can grow and adapt over time as technology changes.



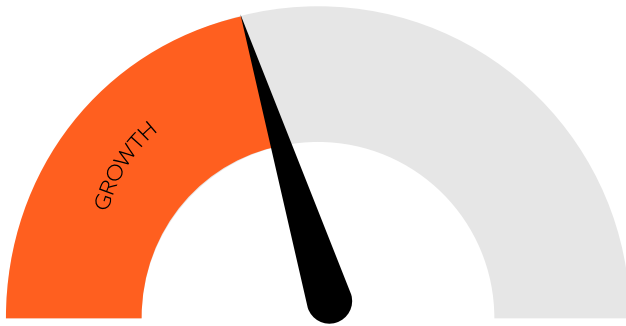
## CUSTOMER-CENTRIC WEBSITE

Developed a website that not only aligns with the new brand identity but also significantly improves user experience, making information about services and solutions easily accessible.





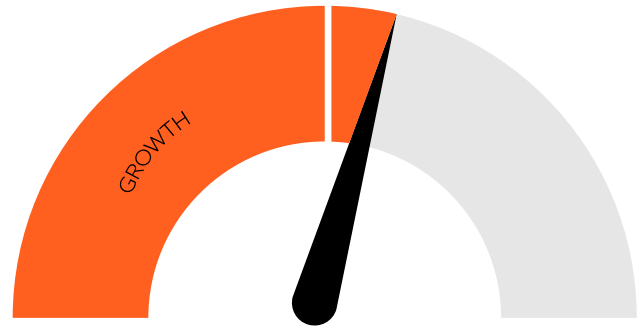
# Outcome



## S A L E S G R O W T H

A **40%** increase in sales within the first year post-rebranding, with a notable rise in both B2B and B2C segments.

The rebranding directly addressed market needs for comprehensive security solutions, leading to an expanded customer base.



## B R A N D G O O D W I L L

A **60%** improvement in brand recognition and a **50%** increase in customer satisfaction scores.

The rebranding efforts and the new website improved public perception and trust in AFC Security as a modern, reliable, and technologically advanced security provider.



## CASE STUDY # 2

# Caffrey

Industry: Shoecare

Founded: 2021

Location: Toronto

Employees: 15+

### **Challenges:**

Launching in a competitive shoe care market, Caffrey needed to distinguish itself from its parent company, TLG Sales, and stand out among established competitors. Key challenges included building a distinct brand identity, educating consumers about the benefits of premium products over cheaper alternatives, and developing an effective digital presence to convert online traffic into sales. These steps were crucial for gaining market recognition and building consumer trust.



# **Creatica Crafts** **Caffrey's Ascent in** **Premium Shoecare**

## **Caffrey x Creatica**

Caffrey and Creatica embarked on a strategic partnership to enhance Caffrey's market presence through a comprehensive rebranding initiative. The collaboration focused on integrating cutting-edge design with innovative marketing strategies to elevate Caffrey's brand visibility and engagement across multiple platforms effectively across various marketing channels.

# Strategy

## BRAND DEVELOPMENT

Creatica Studios crafted a comprehensive brand identity for Caffrey, including logo design, color schemes, and packaging that emphasized luxury and quality.

## DIGITAL MARKETING

A robust online presence was established through a professionally designed e-commerce website and strategically targeted social media campaigns, aimed at reaching a broad audience.

## CONTENT MARKETING

A content strategy focused on educating consumers about the importance of premium shoe care was implemented. This included producing informative blog posts, instructional videos, and engaging social media content.

# Execution

## BRAND IDENTITY IMPLEMENTATION

The newly developed brand identity was integrated across all platforms and materials, reinforcing Caffrey's luxury and quality in every customer interaction.



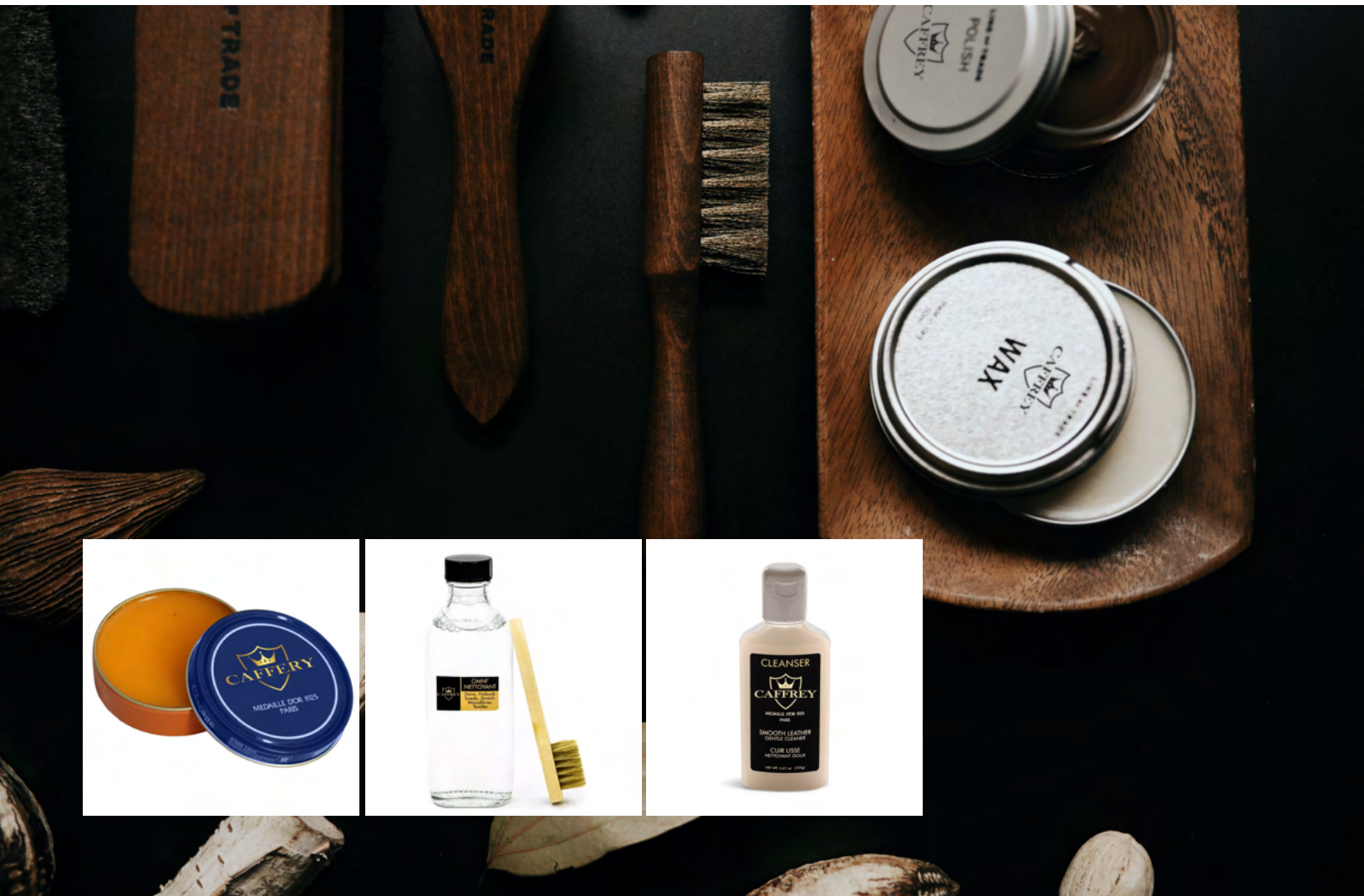
## WEBSITE AND SOCIAL MEDIA LAUNCH

A robust e-commerce platform was developed, along with a strategic launch of social media content that maintained brand coherence and enhanced visual engagement.



## PRODUCT PHOTOGRAPHY

High-quality visual content was produced to effectively showcase Caffrey's products across various marketing channels.



## PRODUCT PACKAGING DESIGN

Innovative packaging was introduced to align with the brand's premium positioning, enhancing the customer unboxing experience.



## CONSULTATION SERVICES

Ongoing consultation ensured that all aspects of the brand and marketing strategies were finely tuned to Caffrey's business objectives.



# Outcome

## SALES PERFORMANCE

Since its launch in May 2023, Caffrey achieved a remarkable sales volume, selling over 10,000 units in the first six months, demonstrating strong market acceptance.

## WEBSITE TRAFFIC

Caffrey's e-commerce platform attracted 100,000 unique visitors within the first three months, indicating successful initial marketing strategies and growing brand awareness.

## CUSTOMER CONVERSION RATES

The conversion rate on Caffrey's website was 5% within six months of launch, reflecting effective website design and targeted marketing efforts.

## SOCIAL MEDIA ENGAGEMENT

Following the launch, Caffrey's social media campaigns achieved an engagement rate of 5% within the first few months, highlighting successful content marketing and a solid initial social media presence.

## CUSTOMER RETENTION RATES

The conversion rate on Caffrey's website reached 5% within six months of launch, showcasing effective website design and targeted marketing strategies.

## MARKET SHARE

By the end of 2023, Caffrey captured 3% of the local market for premium shoe care products, indicating a strong start in a competitive industry.



## CASE STUDY #3

# Zartek Capital

Industry: Mortgage Brokerage / Finance

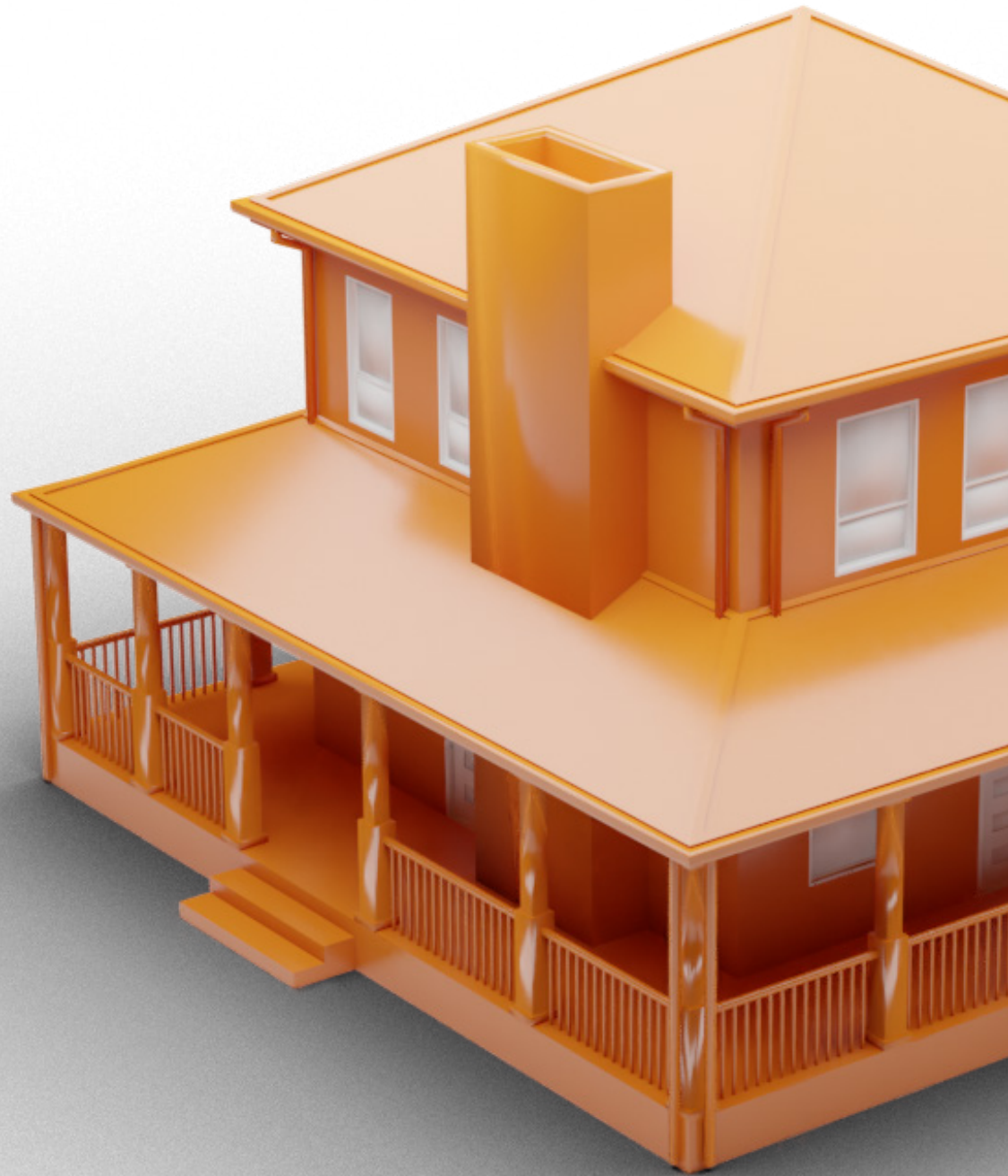
Founded: 2020

Location: Markham

Employees: 30+

## Challenges:

Zartek Capital, as a new entrant in the competitive mortgage brokerage and finance industry, needed to establish a strong brand identity and digital presence from scratch. The challenge was to develop a cohesive brand that resonated with potential clients across diverse demographics and to differentiate Zartek Capital in a crowded market.



# **Creatica** Tells **Zartek Capital Story**

## **Zartek Capital x Creatica:**

Zartek Capital and Creatica partnered to launch an innovative brand in the financial services industry, focusing on tailored mortgage solutions and robust digital experiences. This collaboration was aimed at crafting a brand identity that captured Zartek's unique approach to financial services while appealing to a diverse client base.

# Strategy

To effectively launch the Zartek Capital brand, Creatica Studios crafted a comprehensive strategy that encompassed brand and marketing strategy development, digital presence enhancement, and customer engagement optimization.

## BRAND STRATEGY

Defined the core brand elements that reflect Zartek Capital's mission of delivering personalized, reliable financial services.

## MARKETING STRATEGY

Developed a multi-channel marketing strategy, integrating both digital and traditional platforms to maximize reach and impact.

# Execution

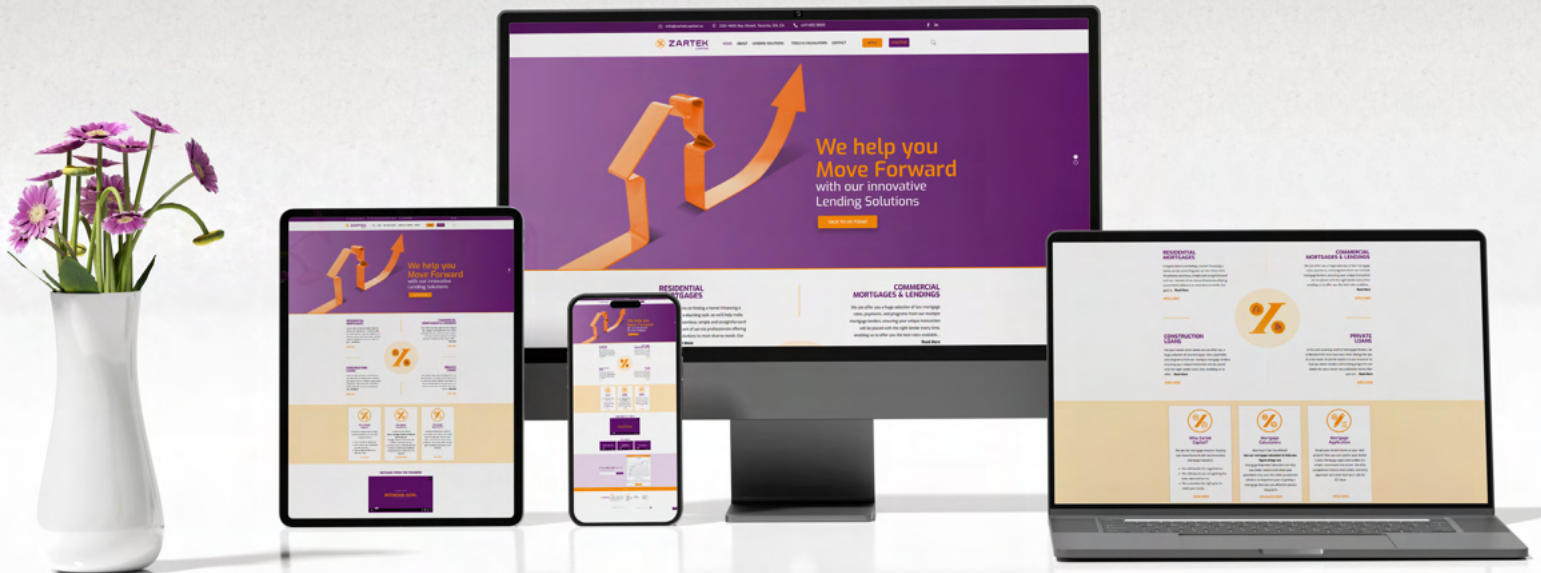
BRAND IDENTITY DEVELOPMENT

Created a visually compelling logo and a set of brand guidelines that articulated the brand's values and vision.



## WEBSITE DEVELOPMENT

Built a responsive, user-friendly website featuring advanced tools such as mortgage calculators and investor portals, designed to facilitate customer interactions and conversions.



## CONTENT AND MEDIA

Produced engaging video interviews with the administrative team, developed targeted social media content, and designed print flyers for local distribution.

## MARKETING CAMPAIGNS

Launched targeted campaigns across various channels to drive brand awareness, website traffic, and customer engagement.



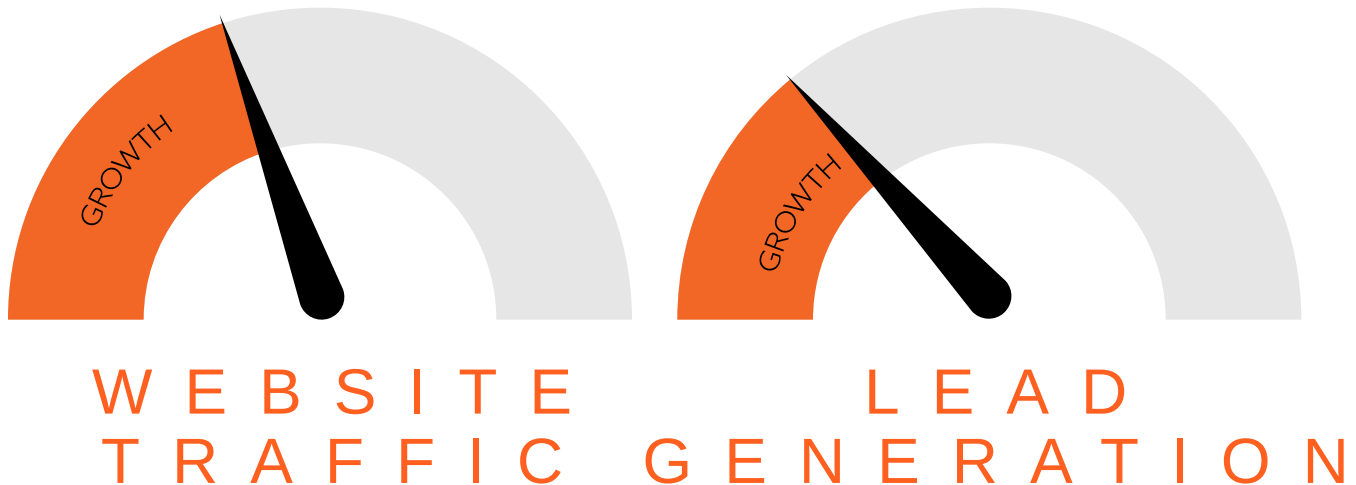
# Outcome

## BRAND RECOGNITION

Successfully established Zartek Capital as a reputable brand within the mortgage brokerage industry.

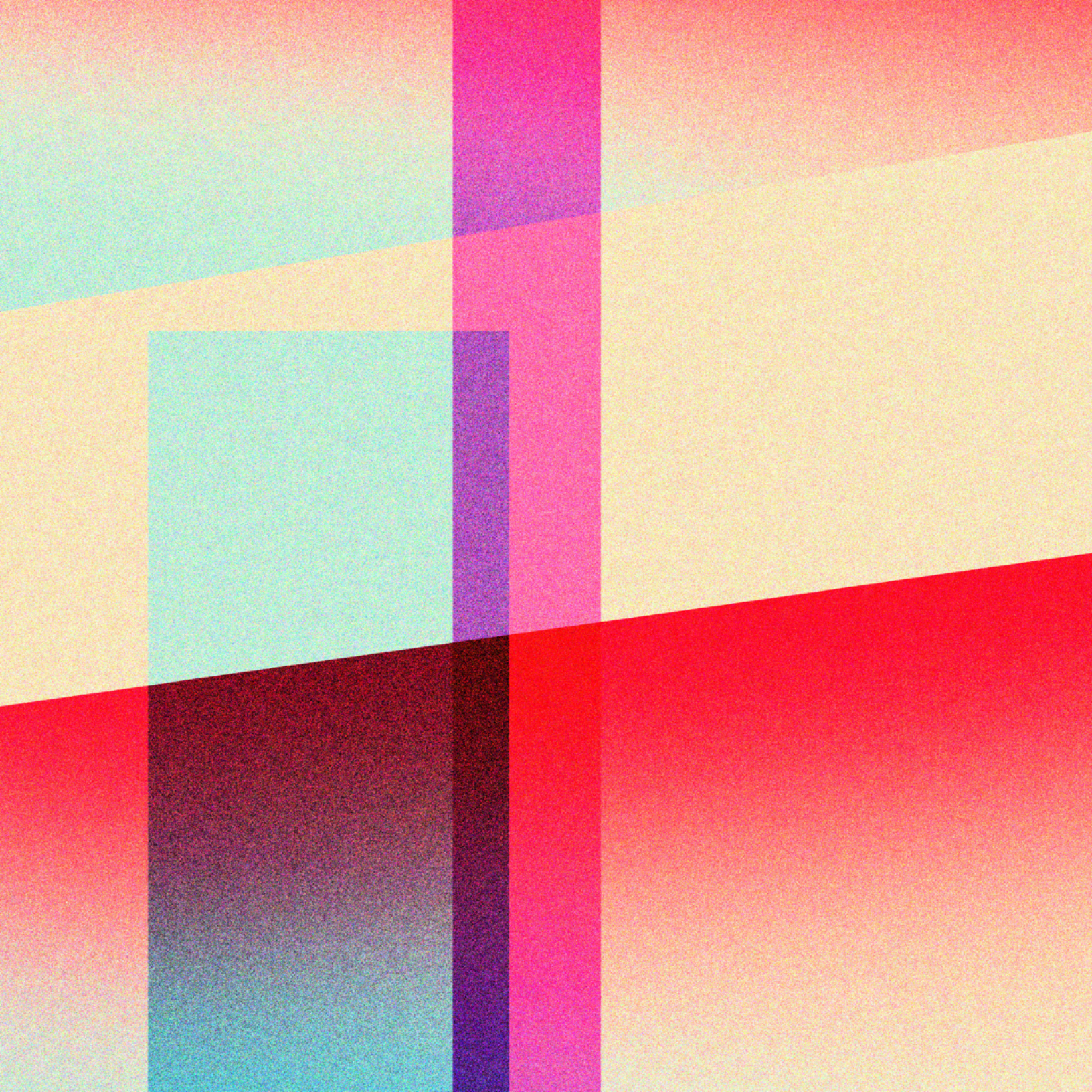
## INCREASED ENGAGEMENT

Achieved a 35% increase in website traffic and a 25% increase in lead generation within the first quarter post-launch.



## MARKET PENETRATION

Zartek Capital's strategic marketing efforts led to significant market penetration and a robust customer base, positioning the company for future growth and success.



SOME OTHER

**proposed**  
**ideas**

# New Market Positioning for **FTD**

## **Challenge**

FTD, established in 1910, a leader in the online floral delivery service, recognized the need to modernize its brand and expand its market reach to remain competitive and relevant in an evolving industry. Facing shifting consumer behaviors and increasing competition, FTD approached Creatica Studios to explore new market positioning strategies.

## Understanding

At Creatica, we understand that FTD, or Florists' Transworld Delivery, stands as a well-established flower delivery network with a rich history spanning over 110 years. We believe that the current era calls for exploration of new ideas to meet evolving demands.

## Market Positioning

FTD can adopt various marketing positions, such as 'Flowers for every occasion,' 'Heritage and Tradition,' 'Emotional Expression,' 'Gift Giving,' 'Sustainability and Eco-Friendly Practices,' etc.

We have chosen a unique positioning as shown below:

**[Flowers] + [Existing Brand] + [Happy Emotions] = [Flowers bring colors into life & FTD facilitates it]**

Proposed advertising campaign slogan:

**Life without Colors is Grey.**

Problem: Late for a date.



The advertisement is split into two main visual sections. On the left, a solid green background contains the text "Life Without Flowers is Grey." in a mix of white and green fonts. The word "Flowers" is rendered in a colorful, floral pattern. Below this, the website "ftd.com" is shown in a white box, followed by "Online Flower Delivery Services" and the FTD logo with the year "1910". On the right, a photograph of a restaurant interior is shown. A hand in the foreground holds a vibrant bouquet of red roses. In the background, a woman in a black dress stands in a dimly lit restaurant with tables and chairs. A sign above a doorway reads "BARUIND PROON" and a pink "CLOSED" sign is visible. The overall mood is romantic and elegant.

Life  
Without  
Flowers  
is Grey.

ftd.com

Online Flower Delivery Services

FTD 1910

Solution: Let FTD infuse the moment with the vibrant hues of happiness.

Why?

Where?

# Life Without Flowers is Grey.

[ftd.com](http://ftd.com)

Online Flower Delivery Services

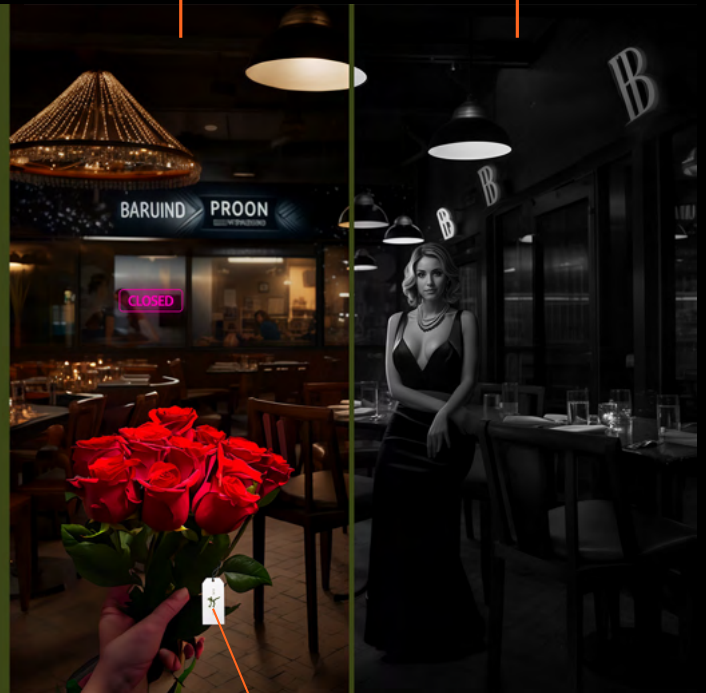


Who?

What?

Life with flowers

Life without flowers is grey



FTD brings colors and happiness into life

**Problem:** Forgot to call grandma.



The advertisement is split into two vertical panels. The left panel has a dark green background with the text "Life Without Flowers is Grey." in white and yellow. Below the text is the "ftd.com" logo and the text "Online Flower Delivery Services" with a small logo of a running figure and the year "1910". The right panel shows a black and white photograph of an elderly woman sitting up in a hospital bed, smiling. A vibrant bouquet of multi-colored flowers is placed on a table next to her bed, adding a splash of color to the otherwise monochrome scene.

**Life Without Flowers is Grey.**

**ftd.com**

Online Flower Delivery Services

FTD 1910

**Solution:** Let FTD infuse the moment with the vibrant hues of happiness.

**Problem:** Couldn't attend the wedding



**Life  
Without  
Flowers  
is Grey.**

**ftd.com**

Online Flower Delivery Services

FTD 1910

**Solution:** Let FTD infuse the moment with the vibrant hues of happiness.

**mockups**



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WEDNESDAY | BIRTHDAY | ALL OCCASIONS | FLOWERS | GIFTS | PLANTS | SAME DAY DELIVERY | MOST POPULAR

Find the perfect gift  
Start here to narrow your search.

Shipping to:  Details for:

Country:  ZIP Code:

SEARCH AVAILABLE GIFTS

### Birthday Best Sellers

**Birthday Brights Bouquet**  
\$65 - \$85  
View our delivery

**Manzanillo Blooms Bouquet**  
\$60 - \$75  
View our delivery

**Sweet & Puffy Bouquet**  
\$55 - \$65  
View our delivery

**Light of My Life Bouquet & Happy Birthday Topper**  
\$55 - \$65  
View our delivery

VIEW BIRTHDAY BEST SELLERS

### Life Without Flowers is Grey.

ftd.com  
Online Flower Delivery Services

### New Fall Arrivals

**Fall Design - A Floral Original**  
\$65 - \$75  
View our delivery

**Pumpkin Cream Bouquet**  
\$65 - \$75  
View our delivery

**Harvest Sunflower Basket**  
\$50 - \$70  
View our delivery

**Autumn Sunshine Bouquet**  
\$65 - \$75  
View our delivery

VIEW NEW ARRIVALS



# New Market Positioning for ContinuEM Urgent Care

## Challenge

ContinuEM Urgent Care, a leading provider of urgent care services in Lakewood, California, recognized the need to evolve its market positioning in response to changing healthcare demands and increasing competition in the urgent care industry. Founded by emergency medicine physicians, ContinuEM aimed to distinguish itself not only as a viable alternative to emergency rooms but also as a pioneer in integrating advanced care with exceptional patient experience.

**mockups**



Is that plaster made of gold?



**CONTINUUM**

EMERGENCY MEDICINE & URGENT CARE

**Breaking your leg should NOT break your bank.**

**ER SKILLS** without the **ER BILLS**

[continuemurgentcare.com](http://continuemurgentcare.com) | 1.562.731.3990



Is that plaster made of gold?



**CONTINUUM**

EMERGENCY MEDICINE & URGENT CARE

**Breaking your leg should not break your bank.**

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[continuemurgentcare.com](http://continuemurgentcare.com) | 1.562.731.3990



There goes my rent!



CONTINUUM

EMERGENCY MEDICINE & URGENT CARE

Burning your hand  
can be an accident,  
Burning your cash,  
**SHOULDN'T BE.**

ER SKILLS without the ER BILLS

[continuemurgentcare.com](http://continuemurgentcare.com) | 1.562.731.3990



There goes my rent!



CONTINUUM

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Why wait for  
urgent care?



CONTINUUM

EMERGENCY MEDICINE & URGENT CARE

Swift Care, Because  
Urgent Should Mean  
Urgent!

ER SKILLS without the ER BILLS

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**end of  
presentation**



Notes:

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**creatica**<sup>TM</sup>  
CREATE. IDEAS.

[creaticastudios.com](http://creaticastudios.com)