



Case Study: ELLIS

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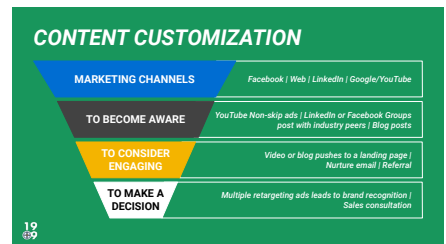
Ellis hired our team to lead their company through a digital transformation as they came under new leadership and sought to clarify and consolidate multiple brand identities.



SITUATION

CH Ellis — one of the oldest case-making companies in the country — was acquired by a new owner, necessitating a consolidation and re-branding of two distinct identities. Where one brand emphasized a friendly and innovative feel, the other focused on durability and dependable design. Our team worked with Ellis leadership to assess all current assets and decide where new design was necessary, striking a balance with brand equity while bringing a new level of professionalism to put Ellis back on the map.

Many photos, web properties, and logomarks were out of date and files were not accessible to implementation standards. Social media presence was limited, dated and needed a roadmap to proper cadence and ways to create brand awareness, using social media as a tool and not just a platform. Emails were standardized with improved segmentation, and key messaging was developed for each persona and stakeholder.

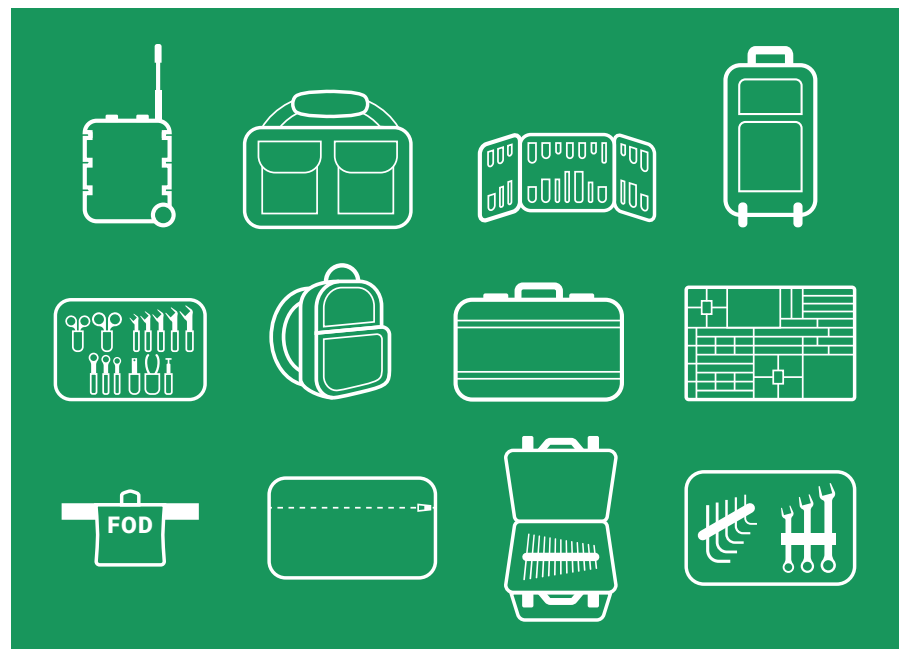


Success isn't defined by where you have been, but rather where you are going. We created strategy and assets allowing Ellis to excel in future opportunities.



SOLUTIONS

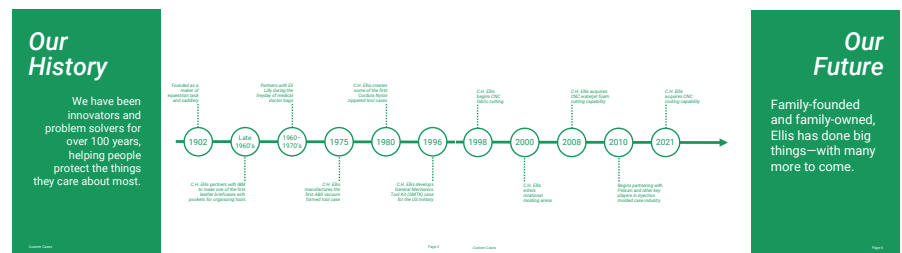
- Create an updated visual identity and brand elements guide to standardize all logomarks and design for application. This work included new iconography and situational awareness messaging along with new logo suite for Ellis' sister company, Chicago Case.
- Capture new product shots and manufacturing assets through a local photographer to provide updated imagery on web, sales, and all comms as necessary.
- Revamp website with updated design work, messaging and creative to encompass the modern day Ellis look and feel.
- Segment current contacts and create funnels in CRM to allow for proper communication within certain business segments (new customers, 3 year customers, lifelong customers, etc).
- Consolidate and streamline existing elements for the Ellis identity in order to construct a new system for Chicago Case that works alongside as well as independently of the parent company.





CONSIDERATIONS

- Long-standing employees can be resistant to change
- Ellis is part of a fast-paced market that develops quickly, so they have to think multiple steps ahead to keep up
- The need to create a new brand image for Ellis while capturing their rich history, successfully connecting the story of the past with the energy of the future



Change isn't easy, but anything can be accomplished with the right vision and goals. There's a delicate balance uplifting historic brand equity while building a secure future.

Molded Cases

Manufactured by Ellis.

Vacuum Thermal Formed
Rotationally Molded

We customize more than just our cases.

Blow Molded
Injection Molded
Aluminum Cases
EVA Style Cases

Custom Cases





WINS

The updated identities were implemented on the web and the overall look and feel were brought into alignment with the brand personality: ***crafted, honest, rugged***. We created additional templates and collateral, including presentation materials and slide decks to introduce the revised visual system to existing stakeholders as well as new audiences.

With newly developed assets and a digitally optimized tech stack — as well as an overhaul of the website and CRM segmentation — Ellis is prepared to design, manufacture and deliver top quality cases as one of the longest standing industry leaders and ready to re-establish itself in a growing and competitive market.

