



GREEN SCREEN GRAPHICS

ELEVATION CLOTHING

Case Study 2

CLIENT

Elevation Clothing Woodstock, VT

SITUATION

New Retail Clothing Business Start Up

CHALLENGE

To market a high-end, downtown Woodstock retail store specializing in comfort and sport clothing for men and women.

SOLUTION

Reach out to target demographic with branded print and web advertising and leveraging the location to capture on-site customers. Market the brand as a sense-of-Vermont place, a comfortable and upscale companion for the user. Collateral materials include POP displays, wall graphics, banners and signs.

RESULTS

Entering it's third year of operation, Elevation Clothing is thriving in a difficult market and has exceeded sales goals in each quarter.

