

# Case-In-Point

## BRANDING

### CHALLENGE

- In order to eliminate confusion in the foodservice and retail spaces and optimize sales, a walk-in cooler manufacturer sought to establish a common link among its three operating brands: CrownTonka, ThermalRite and ICS.

### SOLUTION

- A multifaceted research study conducted by VantagePoint informed brand strategy and positioning, leading to a new name, logo, and brand identity for the brands' parent company: Everidge.
  - The new brand expressed the Everidge commitment to be with customers "Every step of the way."
  - A new corporate website featured a user-friendly product-selection tool.
  - The brand was introduced at the National Restaurant Association show. Pre-, at- and post-show communications and new booth structure exhibited the new brand expression.
  - Print and digital ads featured a two-phased teaser and brand reveal.

### RESULTS

- At the NRA Show, Everidge nearly doubled its leads over the previous year and received significant positive feedback on the new brand. Everidge manufacturing facilities are undergoing expansion to boost capacity to meet increased demand.

