

Aquatic & Garden Decor

Case Study

How do you develop a brand preference for a unique specialty store with a limited marketing budget?

The Challenge:

To increase sales and customer base in Greater Cincinnati and Dayton.

The Solution:

Holland developed Aquatic & Garden Décor's brand tagline, designed a sophisticated website, established an online presence for the client, and developed and implemented targeted seasonal TV media buys to promote the brand and increase business.

The Results:

Since 1990, Aquatic & Garden Décor has seen consistent annual increases in sales of 10–20%. The initial TV campaign was an enormous success, increasing business by 20% in the first 90 days.

