

# VIEW



Former Window Fashions magazine



Re-branded, re-positioned publication

2007 Window Fashions advertisement

2008 print advertisement

## SITUATION

Unfavorable tradeshow growth.

## STRATEGY

Re-position brand. Re-position show producer's publication *Window Fashions*.

## EXECUTION

- The brand was product oriented. CI changed the brand to focus on the artistry of interior design and the process of designing distinctive window fashion.
- CI targeted interior designers, an audience segment that would promise greater growth opportunities and excite exhibitors.
- CI developed a new brand identity to increase appeal to interior designers and decorators.
- CI developed a theme to increase awareness and rally support for window treatment design in the trade and among designers for window treatment design and fashion. The theme would be used in brand and tradeshow advertising, then implemented into the show's visual theme.