



Shine PR Etc.

Contact: Michelle Ranae Nelson
425-346-1259
michelle@ShinePRetc.com
www.ShinePRetc.com

Case Study

Client: NW Glass Company

Since: 2014

Role: Ongoing Marketing Support

Key Projects:

- ◆ Re-Branding
- ◆ New Website
- ◆ Social Media & Review Sites
- ◆ Google Ads—Creation & Management

About the Client

Northwest Glass Company has evolved over the years as a family business that started in 1980. Passed down from father to son, Joe Luczak -- Joe felt it was time to start fresh with new branding. He called Michelle at Shine PR Etc. to take a look at his current materials and gave her full rein to create something bold, fresh, and new.



Shining Work

Shine PR Etc. absolutely loves new branding and re-branding projects. “When the client is open to new ideas it generates a contagious energy that drives the project,” says Michelle. Here are some of the things Shine PR Etc. has done and continues to work on for this client:

◆ Re-Branding Campaign with Custom Designed Materials

The client’s current website was outdated, impersonal, and downright boring. None of the business stationary and marketing materials matched. This left a lot of room for improvement, yet on a tight marketing budget Shine PR Etc. had to slowly integrate what mattered most. Michelle felt it was important to attach a new visual to NW Glass Company, and chose the classic Northwest icon, Bigfoot, as her inspiration. She created a new logo, website, stationary, and marketing materials including a shiny new sales kit and van graphics to launch the new look. The new tagline, “We fix it fast. Like it never happened.” reinforced the client’s speedy mobile service as well as played on the new mascot, associating with Bigfoot’s mysterious mode of operation. The new messaging is fun, catchy, and memorable. The new materials were printed through Shine PR Etc.’s wholesale printing partner, saving Joe over \$500 in printing fees.

Being a family business, it was important to include his wife and children in the re-branding process. We held brainstorming sessions together about the Bigfoot idea and his children chose the name “Hairy Gary” for their new family mascot. Feeling confident and refreshed, Joe now looks forward to visiting his current and potential client’s offices (research list provided by Shine PR Etc.) to deliver his new professional sales kits. He has received 100% positive response and has gained several new clients in just the last few weeks.

We’re here to help you shine and we thank you for your business.

Marketing ◆ Communications ◆ Events ◆ Web & Social Media

Website Creation, Content Development, Maintenance

The client's original website was done by "someone in California," Joe didn't even remember his name and felt no "connection" to the website whatsoever. The images were bland; the content was minimal and overall it was generic at best. He was ready for something new, fun, quirky and different. Shine PR Etc. got started right away to create a site reflecting his new brand personality – with a fun fresh Northwest theme his clients and future clients could identify with, find easily, and remember with a smile.

His old site's domain name was even a disappointment, www.glasseverettwa.com and he wanted to update this to something more meaningful. Shine PR Etc. was able to secure for him two new appropriate domain names that link together: www.nwglasscompany.com and www.northwestglasscompany.com so that either search entry would route to the correct new site. Constant communication and approval led us to the launch of a new website Joe can be proud of. The new site is still a work in progress with customized graphics and additional content as the initial SEO takes hold – yet new customer calls are already coming in from people that found him online.

Social Media & Review Sites

Being a small business owner, Joe is constantly aware of online review sites where customers like to share their experiences. Northwest Glass Company is thoroughly committed to providing excellent customer service and as such realizes the importance of claiming these sites, branding them, and uploading current content. This phase of the project is currently underway. Michelle will research and recommend the most appropriate review sites, claim them for Joe's business, and begin the rebranding process for each one. Refreshing a nearly abandoned Facebook business page was also included in this part of the project. The client can look forward to adding these renewed and informative sites to his company's digital presence. These sites will be maintained by Shine PR Etc. along with constant input and updates from the client once a posting theme and schedule is developed.

Words from the Client

"Michelle, I can't thank you enough for what you've done to help my business. I was starting to feel like maybe it was time to hang it up because the phone was just not ringing. Now, with the Google Ads you've created and continue to manage for me, my phone is ringing off the hook! You've done so much more than revamp the look of my website and business cards; you've re-ignited my enthusiasm and confidence in owning my own business. I am going to keep you forever, you've gone above and beyond what I ever imagined was possible. I love the new sales kits and would have never thought to include a Starbucks card, makes me feel more like I'm dropping off a present—nice touch! I also have my family's support again; it's nice to see the kids get involved and proud of their dad."

Joe Luczak

Owner, Lead Installer

Creative Examples

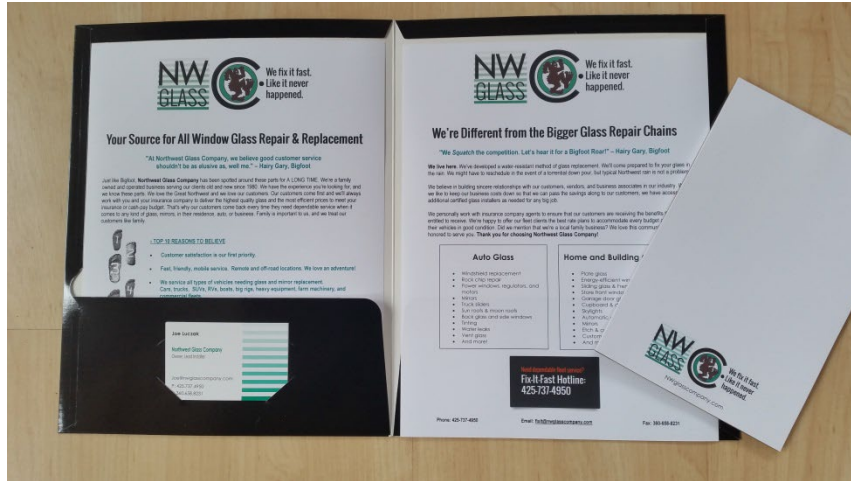
New Van Graphics:

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New Sales Kit:



Business Card

Before (Front & Back):



We're here to help you shine and we thank you for your business.

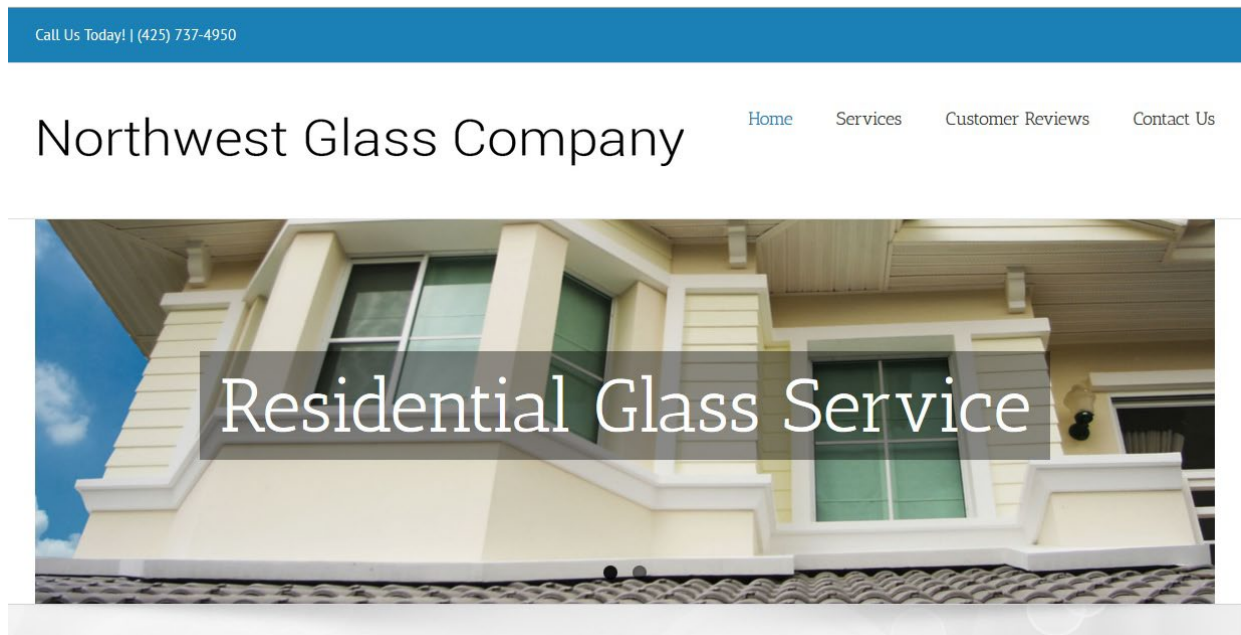
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After (Front & Back):



Website

Before:



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After:

The screenshot shows the Northwest Glass Company website with a Bigfoot theme. At the top left is the logo for NW GLASS, which includes a circular emblem with a Bigfoot silhouette and the text "We fix it fast. Like it never happened." To the right of the logo is a navigation menu with links for HOME, MOBILE SIGHTINGS, THE LEGEND, and CAPTURE US. Below the navigation is a large banner image of a Bigfoot silhouette in a forest at night. A semi-transparent text box on the left side of the banner contains the following text: "Welcome to Northwest Glass Company", "You don't have to hunt us down. We'll come to you!", and "Fast mobile window glass repair service for all your home, auto, fleet, and commercial glass work in Seattle, Everett, Marysville and surrounding areas." Below the banner is a circular icon of a Bigfoot head. To the right of the icon is the heading "Your Source for All Broken Glass Repair & Replacement" and a quote: "At Northwest Glass Company, we believe good customer service shouldn't be as elusive as, well me." - Bigfoot. Below the quote is a paragraph of text: "Just like Bigfoot, Northwest Glass Company has been spotted around these parts for A LONG TIME. We're a family owned and operated business serving our clients old and new since 1980. We have the experience you're looking for, and we know these parts. We love the Great Northwest and we love our customers. Our customers come first and we'll always work with you and your insurance company to deliver the highest quality glass and the most efficient prices to meet your insurance or cash-pay budget. That's why our customers come back every time they need dependable service when it comes to any kind of glass, mirrors, in their residence, auto, or business. Family is important to us, and we treat our customers like family." Below this paragraph is a link: "> Top 10 Reasons to Believe". At the bottom right is a black box with white text: "Insurance claim? We'll take care of the hairy details. 425-737-4950 fixit@nwglasscompany.com".

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