

National Cabinet Brand

How our campaigns drove national expansion



Challenges

The cabinet brand aimed to expand nationally and capture the attention of new movers, requiring a smart strategy to reach a broad audience in multiple regions.



Solutions

- ✓ New Mover Gift Book
- ✓ New Mover Postcard
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



Results

As a national partner, the cabinet brand achieved an **18% boost in customer growth** through print marketing and strategic distribution lists, effectively engaging new movers and strengthening its national presence.



Key Metrics

18%

Boost In New Customers

4%

Response Rate