

The Engagement

After 17 years in business, this high-end home storage retail service company decided to retain an agency to handle their advertising and promotion. The goal was to modernize their identity and take Space Age Shelving from local retail into the regional market.

Groove created a new brand identity, built a structured advertising campaign, designed and produced an identity brochure and put Space Solutions online. The result – Space Solutions is enjoying the greatest rate of growth in their history and has just purchased the other Space Age Shelving Toronto location.



shopping bag



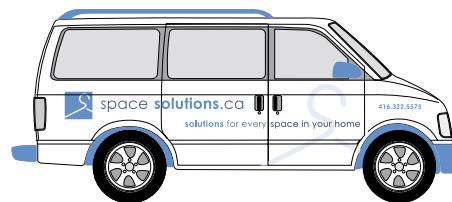
identity brochure



web site



ad campaign



delivery van

The Development Process

An updated name and logo was required to project a contemporary identity and to draw attention to the company's new online presence. The website was built to present the broad range of custom services that Space provides. An identity brochure was produced for distribution via trade shows and direct mail. Signage, shopping bags, delivery van decaling and seasonal colour palettes were designed to deploy the new brand.

Finally, Groove constructed an advertising and media campaign to generate exposure in the leading magazines, newspaper features and television programs in the home improvement market. After 18 years, a well-established retailer became a new regional market leader.



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