

The Objective

Union Lighting and Furnishings enjoys name recognition developed over a half-century in commercial lighting. When Union decided to add furniture and accessories to its product lines, Groove was charged with repositioning the firm in the consumer market. A new logo, signage concept and ad campaign combine to provide a contemporary 'visual showcase' for all Union communications. Truck and site signage incorporate a frame system allowing for rotation of featured items in conjunction with current Union ads.



Delivery Truck



Magazine Advertising



Brochure



Radio Spots

Print and Radio Advertising

To help establish the new retail offerings, Groove produced print and radio advertisements. The print pieces are modular, allowing for interchangeable product photos to be displayed in a variety of formats. An extensive selection of colour palettes providing alternate backdrops was created to accommodate items of any shape or colour. The radio spots are 30-second voice-over spots with a musical background. Each ad presents a particular Union Solution, the entire series illustrating Union's complete core products and services offering. The message **"Don't Just Decorate . . . Embrace Your Space"** unites the print advertising with the radio spots. The radio ads were re-purposed as the on-hold messages for Union's voicemail system.



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