



## CASE STUDY CONSOLIDATE AND REBRAND



### DISCOVERY

Our client was consolidating three brands into one and doing a total re-brand in the process. They wanted to give employees something that would highlight elements of the new brand and also help with change management.

### IDEATION

In learning about the new brand - not only the general look and feel, but also the culture and theme - we were able to suggest products that fit within their new brand while adding a functional element to each employee's daily work life.

### DEVELOPMENT

We sourced all products for the kits: pullover, t-shirt, webcam cover, journal, pen, ear buds, tote and water bottle. We also fulfilled these kits by packaging all items inside the totes and shipping to all of their locations and remote workers in time for the corporate brand launch.

### IMPLEMENTATION

Each employee had a kit sitting on their desk when they arrived at the office on the day of the brand launch. The employees were very excited by all of the items: one employee said it was "like Christmas morning". INM handling the product sourcing and fulfillment to over 30 locations made the process streamlined and very successful.