



Business Building

CLIENT:

LOUISVILLE BLINDS & DRAPERY

New Logo

BEFORE:



AFTER:



New Trucks



BUSINESS PROBLEM:

For years, LB&D had operated under the name, On Location. Owners liked the name because it described their in-home sales approach but they also found that it was confusing for many interested buyers.

PRSTORE SOLUTION:

A complete rebranding program featuring new name and logo, truck signage and introductory television advertising.

RESULTS:

Immediate increase in brand recognition and in sales. Calls from television ads also jumped dramatically as brand name ease-of-recall increased.