



Zack Rothrock is one of the most respected custom home builders in the area. So much so, that he was having difficulty gaining awareness as a renovation and remodeling company. Choosing to shift his business model, MediaFit helped him create a sub-brand for the renovation and remodeling business, creating a new logo and bringing the existing logo in line. The company's equities of craftsmanship and personal service then came to life with:

- A completely new and updated website featuring both sides of the business
- A new brochure focused on the renovation and remodeling business
- New collateral items
- A focused direct mail campaign
- A strategic advertising campaign planned around the direct mail insertions



www.zrothrockbuilders.com



"MediaFit put together a marketing strategy and timeline that made sense for our business. They "remodeled" our brochure and website into material that we are very proud of. We have seen quick results with the direct mailing and magazine ads they produced. The staff at MediaFit has exceeded our expectations and I would encourage anyone that has a marketing need to give them a call."



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