

Oak Wood

Furniture Galleries, inc.

An unparalleled experience

Oakwood Furniture Galleries, located in the heart of "furniture country", started as a furniture wholesaler, and grew into a multi-million dollar business. The company then opened a large and dramatic retail showroom. The problem was, nobody knew it. We created:

- A unique positioning idea, updated logo and tagline
- A comprehensive marketing and sales plan
- A media plan which included print and outdoor advertising to generate awareness

- Promotional ideas to help drive short-term traffic
- New collateral materials including business cards, thank you cards and sales follow-up communications

Because of the retail nature of this client, we also assisted with sales training and consulting for their sales staff.



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