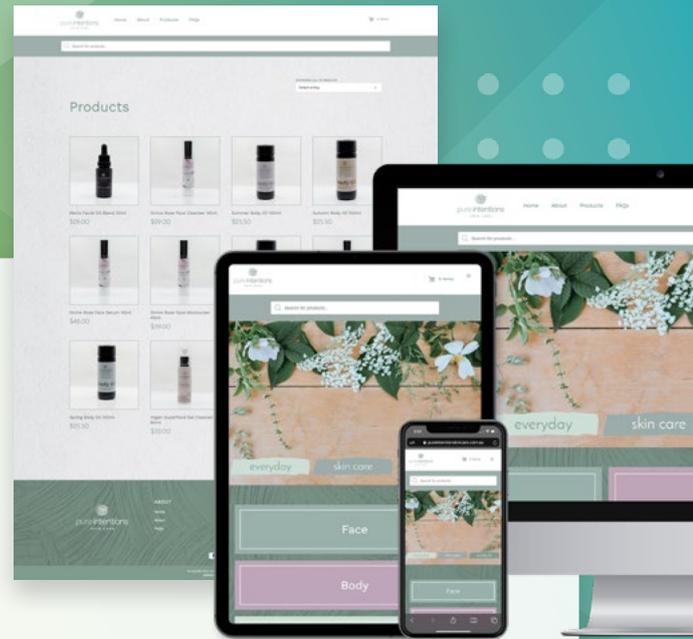




## Case Study

Pure Intentions

# Investing in a professional website and branding grows business confidence



pure intentions  
SKIN CARE

Whether it is a hydrating facial moisturiser, face cleanser, serum or revitalising hydrosol spray, Pure Intentions believes that your daily skincare routine should not be complicated. Their range of everyday skincare products is handcrafted, easy to use and straight forward, inspiring you to take control of your skincare regime.

For some of us the shutdowns of COVID-19 provided valuable time and space for us to work on our business development ideas. Having started her business more than 10 years ago, Tracey was stuck and lacking confidence to sell her amazing, handcrafted skincare range.

With a push from her partner John, who has a marketing background, they sought our advice and expertise to develop a brand and online store. This not only boosted Tracey's confidence but also gave her a place to showcase her passion for uncomplicated skincare.

"Initially I didn't want anything to do with any of this marketing stuff! I was happy to leave it up to John as I didn't think I would add value. The initial video meeting was great, you were able to bring me into the conversation, encouraging me to discuss my passions, likes and dislikes. You showed a genuine interest in us and our products, what we wanted from our design and our business. I thought my goodness, she knows exactly what we are talking about.

I am not a visual person, but you were able to bring out the feeling in the designs that I was after. You asked questions without judgement and there was no hard sell. You outlined what you could do and then the choice was all ours.

You have a deep understanding of your business and your process; you can take control and draw the information out that you need. Providing three choices in concepts was perfect, not too many, not too few."

Tracey • Pure Intentions Skin Care

## ✓ The Challenge

With time to critically review what was already in place, Tracey realised that not having a website and not looking professional was holding her back.

Her initial branding didn't inspire her. It felt inferior in its presentation in comparison to other products on the market.

Due to not looking professional she was struggling with the confidence to sell her products.

## ✓ The Approach

Due to COVID-19 restrictions our initial consultation with Tracey and Jon was via video conferencing software. Using technology, we were able to communicate as if we were face to face, real people having a real conversation. By sharing our screen, we explained our process, showed examples, worked through their brand strategy, and gave direction on next steps.

Using our clear approach to brand development we were able to develop three logo concepts that represented the ideas captured in the brand strategy document. With a small refinement to the chosen logo, we then produced business cards and a range of labels that will grow with the development of future products.

The website production enables current and new clients to order their products online. And with the help of some generic video instructions Tracey and Jon are now managing all product orders, updating stock and processing payments.

## Results

"The website and new branding have been a confidence booster. I feel like I am in the market. I am now in business and on my way to maintaining an income off the brand. It all looks professional and I am extremely confident as sales are going well.

All the answers are on the website and payments are automated which has eliminated manual processing, leaving me time for to concentrate on reordering, production, and creation.

Seeing the branding come to life has inspired new ideas. I am looking forward to creating more products, educational videos and working more on my business in the future."

### Tracey

Pure Intentions Skin Care



## ✔ Return on Investment

Since starting the branding process Tracey's confidence has grown. Having a brand that she is proud of and a professionally functioning online store, has help with converting sales and credibility.

"We are still to have our professional photographs taken but instead of waiting we thought we would use the product labels to announce our new brand and website launch on Facebook. That first Facebook post led to over \$700 worth of orders via our website. All of whom were new clients. Amazing..."

