



CASE STUDY: HELEN BRETT ENTERPRISES

Rainmaker Advertising has served as Helen Brett Enterprises outsourced marketing team for more than 14 years. As Helen Brett's retained creative group, Rainmaker's primary focus is to provide marketing strategy that increases exhibitor and attendee engagement. We accomplish this by translating the Helen Brett brand through a variety of media including website design, direct mail & email campaigns, and sponsor initiatives to ensure increased attendance and exhibitor sales.

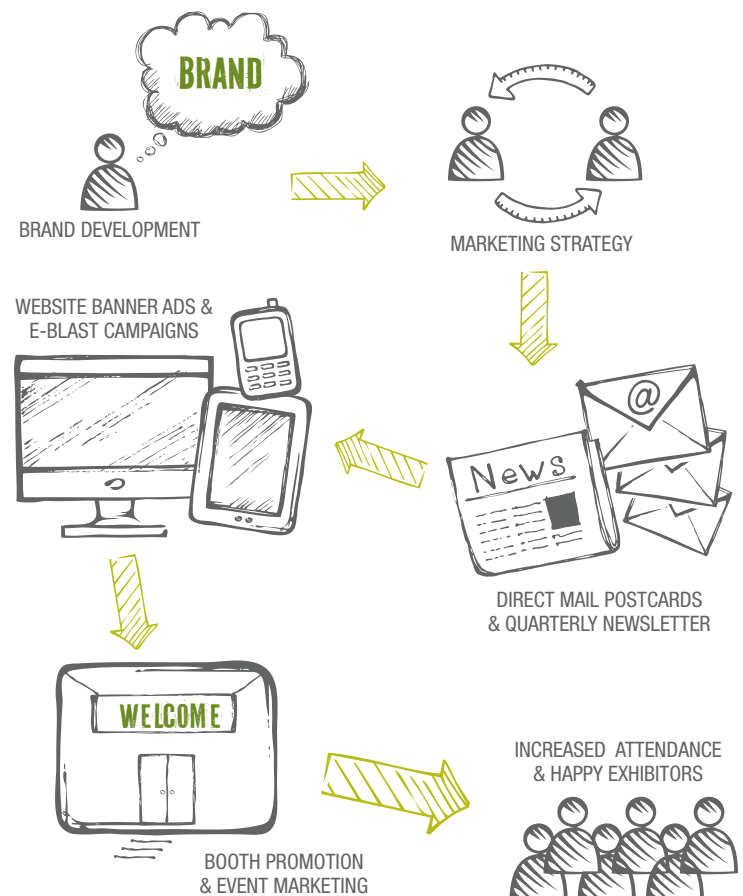
HIGHLIGHTS

- Creative Concepting
- Marketing Strategy
- Branding of 4 unique shows/year
- Copywriting
- Newsletter Design
- Direct Mail
- E-Blast Design
- Website Design
- Website Banner Ads
- internal Sales Campaigns
- Sponsorship Marketing

Rainmaker Advertising understands that the Helen Brett Enterprises brand is based on customer loyalty, a unique shopping experience and competitive wholesale pricing. On a yearly basis, we review Helen Brett's marketing goals for each show which are then communicated to their respective audiences with bright graphics and innovative messaging throughout the year.

Rainmaker has segmented the show schedule into four unique campaigns. Each seasonal campaign is communicated through digital, print and social media channels to reach their diverse audience.

In 2015, the company decided to use their existing show base to increase their brand into a new market segment; the beauty and health industry. The new show, Beauty Pavilion, was held concurrently with their existing International Jewelry and Merchandise Show. Rainmaker's creative team branded the show with unique marketing collateral, sales material and sponsorship programs. In addition, we coordinated with internal staff to develop and secure a schedule of events for the show. Rainmaker Master Gardener, Chris Miller, served as project lead on this new endeavor managing internal Helen Brett staff and the creative team through implementation.





QUARTERLY NEWSLETTER DESIGN & COPYWRITING



DIRECT MAIL POSTCARD CAMPAIGN



EBLAST TO ATTENDEES AND EXHIBITORS



SOCIAL MEDIA MANAGEMENT
(PAGE DESIGNS & POSTS)



WEBSITE DESIGN & MANAGEMENT



EVENT MARKETING FLYERS & POSTCARDS