



Strategy |

Approach:

This 50-year-old retail catalog company was showing signs of aging, and the relevance of their offering was not as strong as it once was. Their brand came across as “functional” and lacked captivating components to make an emotional connection with their customers, not to mention reach out to new target markets. Norm Thompson hired GIRVIN to help them redirect their strategic focus, core values and personality to better express their brand promise: “Escape from the Ordinary.”



| Identity



Result:

GIRVIN developed a visual and verbal language from a new logo to business papers, catalog spreads, design standards, copywriting and employee training for the launch of the brand. Our level of attention and care ensured that Norm Thompson’s product guarantee was easy to understand. GIRVIN also developed photo criteria and style that is natural, honest and everyday. This new visual expression gave the Norm Thompson brand a chance to create the necessary consumer connection and build brand loyalty.

“We’ve had a very good response to our new catalog. Our business is up 25% through the whole year since we implemented this change; so we get to credit GIRVIN for much of the success.”

John Emrick | CEO | Norm Thompson



| Packaging

| Print