

REJUVENATION[®]

Rejuvenation was coming through a period of intense and sustained growth but was not seeing expected sales in new markets. They felt they might have missed an opportunity to express what was at the core of their brand in new markets both with customers and staff. To this end, they wanted to re-align their internal culture with their core customers' expectations of the brand to dial up marketing efforts and better position the brand in new markets.

An internal workshop and focus groups with core customers revealed a strong similarity: both staff and frequent, high revenue customers felt a 'calling' to restore homes to what was 'right' for the style of that home (not necessarily their style.) They would spend 3 days stripping a banister instead of buying a new one to 'preserve memories.' Inherent in this calling was to fit the home with things that would be left with the home - dubbed 'authentic architectural house-parts' - which gave clarity to the brand's offering and competitive point of difference.

Another similarity was the view of 'the enemy': essentially 'McMansions' that used disposable parts. The founder aptly defined this vision and purpose of the brand as 'anti-crap.' The manifesto that the internal team wrote to capture their beliefs became a guiding element in hiring and training in all markets.

A last key component to reinvigorating and extending this brand was the understanding that marketing to date (catalog and ads) had done a great job of romancing the *object* whether it be a lighting fixture or door knob - but our customers wanted to see the object in *context* - the 'fit and flow' with the house's style being the sign of a great house-part.