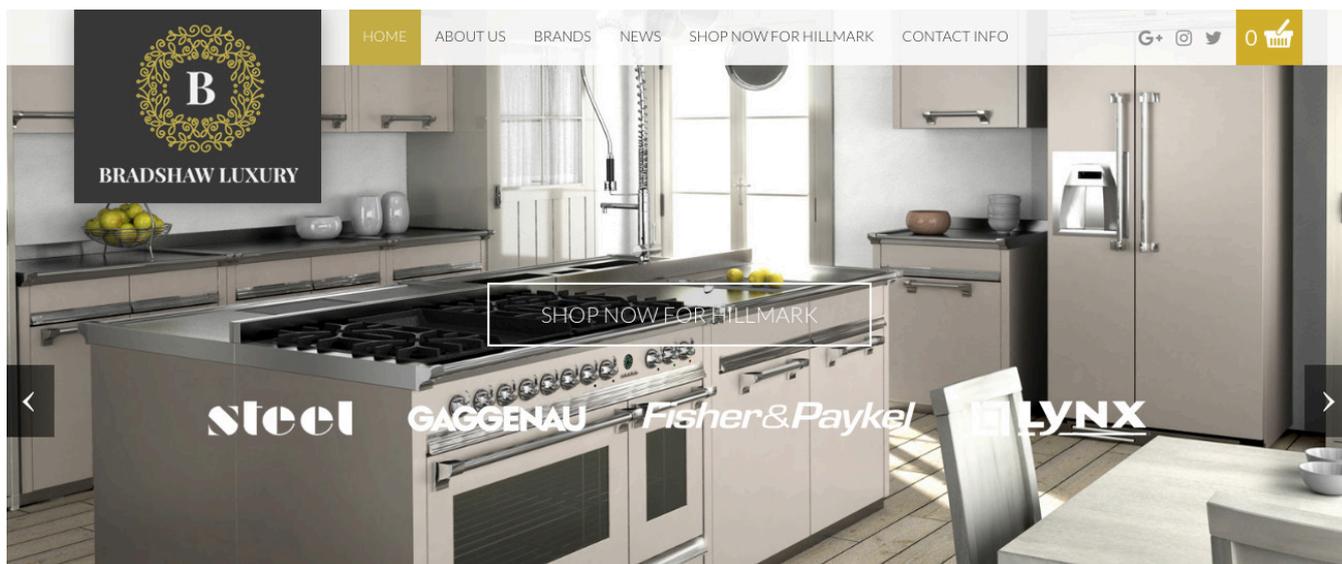


# CASE STUDY BRADSHAW LUXURY REBRAND

## MISSION

Bradshaw Luxury is the exclusive supplier of Steel, Lynx and Hillmark, and a leading provider of Gaggenau and Fisher & Paykel domestic appliances in the UK. The company tasked LRR with managing the company's 2017 rebrand from Bradshaw to Bradshaw Luxury: a small family run enterprise of problem solvers, with a proud heritage, dedicated to offering customers that extra special personal touch.



## METHOD

We hosted a brand planning workshop with our client which enabled us to identify the brand's core USPs, values and personality. From this LRR put together a full brand toolkit, including mission statement, brand story, keywords and phrases to be used across all communication materials. In addition, LRR created all of the visual elements for the rebrand including a new logo, font and pantone references and a complete website redesign, including the addition of an online web shop, allowing Bradshaw Luxury to sell direct to consumers for the first time.

In addition, LRR managed the launch of Bradshaw Luxury's social media channels, officially launching the business to UK consumers in 2017.

## BOOM

The completed brand redesign has been rolled out online and within the brand's new Devon based HQ and showroom and now truly reflects the company's heritage, appealing directly to the discerning homeowners and developers that the company wish to reach while highlighting the the extra special personal touch the company aims to provide to each of its customers.

In the two months since launch, the rebrand has been featured across key kitchen trade titles: KBBReview, Kitchens & Bathrooms News, KBB Daily, KB Network. In terms of social media traction, the brand has seen a 425% month on month increase in page views across Google+, a 400% increase in Instagram followers and a 70% increase in Twitter followers, since launch.



**LITTLE  
RED  
ROOSTER**

We ♥ design, *technology*, fashion  
& *the Rolling Stones*.