

Increasing Revenues to Historic High

Re-Branding In Record Time

client

Marlo Furniture is the largest retail furniture operation in the Mid-Atlantic region. It is listed by *Furniture Today* as one of the top 50 volume-furniture stores in the country.

objectives

Marlo's president wanted to re-brand Marlo and combat increasingly aggressive competition from national retail chains. The demands of the twenty-first century provided an opportunity for increasing market penetration and leveraging latent demand.

process

DMR used its proprietary brand building methodology – ACE™ together with a thorough analysis of competitors' marketing messages, mediums, advertising and sales strategies.



Results...Boardroom Ready™



Marlo Furniture

results

The results provided new insight into the **ideal brand position** for Marlo: one that would **leverage its strength and provide a unique and highly salient competitive point of difference.**

These findings drove the content, visuals and tone of new print and TV advertising. A new tagline and logo echoing the brand identity also introduced. Implications for new merchandising were also identified.

“DMR exceeded our expectations. They provided insight, guided our advertising agency advertising and promotional strategy.

*DMR helped direct the entire branding and marketing communications strategy for Marlo Furniture, **with results leading to strong sales growth and increased profit margins as well.** The increase in profits with such strong sales growth was something we didn't even anticipate.”*

Neal Glickfield
President
Marlo Furniture Company