

Branding

Melinda Myers, LLC

Challenge: To create a brand identity for the new business of a horticulture expert in Wisconsin and move her recognition for a local level to that of a regional and national level.

Target: Business leaders in gardening and horticulture, garden consumers, the media.

Solution: Bottom Line created a plan for Melinda, which included the creation and management of an advisory board, the development of talking points, the coordination of her Web site www.melindamyers.com, the creation of collateral materials and the development of a formal fee schedule. Bottom Line collaborated with a local design firm to create her logo and all collateral materials.

Our team also began communications with horticulture industry leaders and was able to develop a national spokesperson contract between Melinda and Milorganite, a leading fertilizer company. To date possible business deals exist with two other nationally known garden brands.

Outcome: In the first month that the Web site was active, more than 3,000 visits were made to the site. Site traffic continues to grow each month as garden tips and appearances are updated. The site serves as an information database of passive marketing for her brand.

Initial reaction of the collateral materials by business leaders has been outstanding, praising the pieces as, "Taking Melinda to a whole new level."

Melinda's logo and tagline appear on all of her materials and continue to promote her brand consistently.