


Advertising & Branding for Cleaning Chemicals Manufacturer

PROJECT DETAILS

Advertising, E-Commerce Development, Marketing Strategy, Market Research, Media Planning & Buying, Public Relations, Pay Per Click, Video Production, Web Design, Web Development

 Jan 2022 - Ongoing

 Confidential

 *"We are impressed by their versatility to handle it all."*

PROJECT SUMMARY

Anderson Collaborative provides advertising services for a cleaning chemicals manufacturer. They improve the brand's social media presence and handle product launches, ad spend, design, and rebranding.

PROJECT FEEDBACK

Anderson Collaborative's work has been met with positive acclaim. The team demonstrates versatility, professionalism, timeliness, and organization. They collaborate via virtual meetings, with minimal follow-up required. Anderson Collaborative switches priorities as needed.




The Client


Please describe your company and position.


I am the Vice President of a consumer products company

Describe what your company does in a single sentence.

The company manufactures and distributes cleaning chemicals specializing in mold remediation.

 VP, Cleaning Chemicals Manufacturer

 Consumer Products

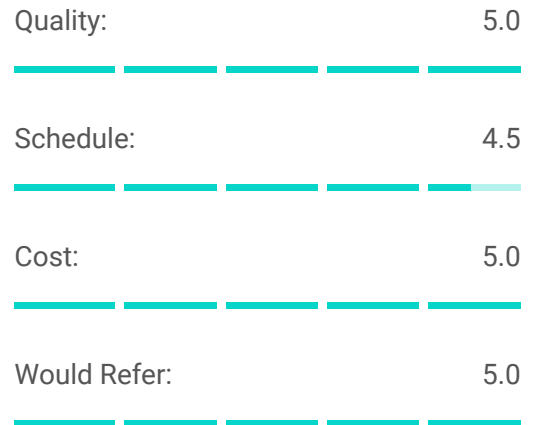
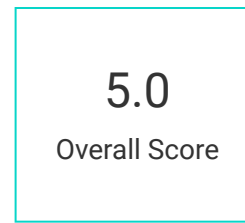
 Brighton, Michigan

The Challenge

What specific goals or objectives did you hire Anderson Collaborative to accomplish?

- increase online traffic to our site
- Social media pressance
- improve ad spend

CLIENT RATING



The Approach

How did you find Anderson Collaborative?

Online Search

Why did you select Anderson Collaborative over others?

- High ratings
- Great culture fit
- Company values aligned

How many teammates from Anderson Collaborative were assigned to this project?

6-10 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Anderson handled product launches, ad spend, web design, and rebranding.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

Anderson used custom dashboards for our projects and presented themselves in a professional manner in every step.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Projects were on time, minimal follow up required, incredibly organized, and switched priorities as needed.



What was your primary form of communication with Anderson Collaborative?

Virtual Meeting

What did you find most impressive or unique about this company?

We are impressed by their versatility to handle it all.

Are there any areas for improvement or something Anderson Collaborative could have done differently?

none

