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## FIRST LOOK DISPLAY

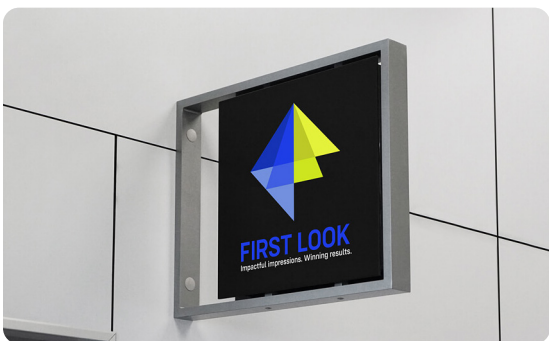
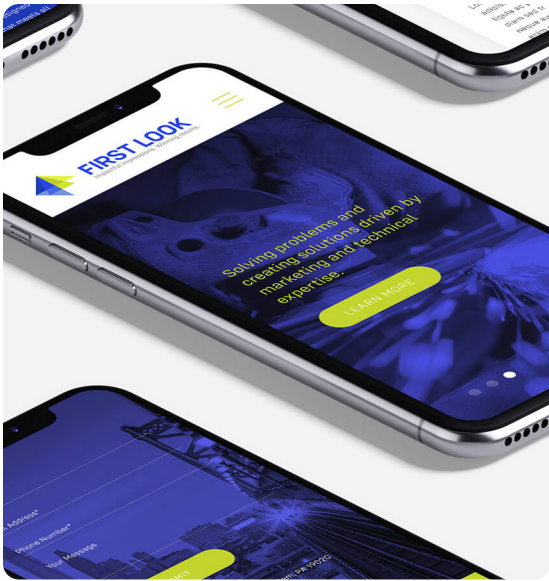
A BRAND-CENTRIC APPROACH TO IDENTIFYING SOLUTIONS THAT ELEVATE BRAND EXPERIENCES AT RETAIL EFFECTIVELY AND EFFICIENTLY.

BEFORE

**FIRST LOOK**  
DISPLAY GROUP  
"GIVE YOUR PRODUCTS THE FIRST LOOK"

AFTER

 **FIRST LOOK**  
Impactful impressions. Winning results.



## OVERVIEW

With new leadership bringing extensive expertise in branded products marketing and operations, FLDG was well poised to greatly impact the retail display market. One major hurdle - they needed a brand that was in alignment with their goals and gave them the ammunition needed to compete more effectively. This overhaul demanded meticulous market analysis and innovative branding strategies, which would set the stage for their competitive edge in a rapidly evolving landscape.

## ENGAGE

Conducting internal / external stakeholder interviews, including current and past customers, auditing the retail and competitive environments, and evaluating new trends and innovations, Xhilarate was able to gather insights that informed our creation of a strategic brand platform. This brand platform, complete with brand pillars, culture / philosophy, personality attributes, positioning, and a core promise, served as the foundation for exploring a range of verbal and visual concepts. These concepts were rigorously tested, ensuring resonance with target audiences while maintaining a distinctive identity that would position Xhilarate as an industry trailblazer in brand innovation and retail experience enhancement. The iterative process of refinement and validation bolstered our confidence in the chosen concepts, guaranteeing their alignment with Xhilarate's ethos. This strategic alignment solidified our standing as a forward-thinking leader.



## SERVICES

- Brand Strategy / Brand Guidelines
- Brand Identity / Look and Feel / Tagline
- Website Design (UI / UX / CMS)
- Photography
- Print Collateral
- Iconography
- Illustrations
- Copywriting / Editing / Script Writing
- Storytelling

## EXCITE

The brand's core promise – Creating winning retail experiences – sets the tone by which all internal and external decisions are made. It speaks to the FLDG team - its culture and operations, it establishes expectations for current and potential customers, and it guides R&D in developing innovations that contribute to the ongoing success of the company. This promise serves as a guiding beacon, fostering a company-wide dedication to exceeding customer expectations while fueling a passion for continuous improvement in product development and service delivery. It acts as the cornerstone for fostering brand loyalty and trust, ensuring that every interaction, from product design to customer service, reflects the commitment to delivering unparalleled retail experiences.

## INSPIRE

Since FLDG takes a brand-centric approach to identifying innovative solutions for its clients, they needed to walk-the-talk with their own brand. Xhilarate created an entirely new brand identity and look and feel that catapults the brand well into the 21st century. The new logo reflects several core traits - transparency, multi-dimensionality, and perspective. FLDG's tagline, "Impactful impressions. Winning results," embodies their dedication to providing compelling experiences that resonate and drive success.



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