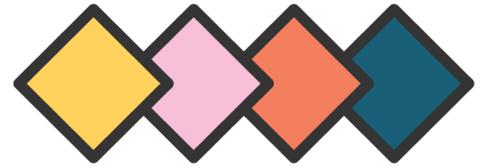


Case Study



Home Improvement Manufacturing client

Capturing a client's spirit with a mood board

ciandratjackson.com

The Challenge

The client's well-being program is deeply brand-driven, with high sensitivity to tone, imagery and messaging. However, as a lower-tier WebMD client, the client had limited communication service hours, which restricted support to templated creative and copy. The client felt the materials did not reflect the personality of their wellness program. This led to frustration, repeated feedback cycles, and the client began to create their own messaging, putting both satisfaction and efficiency at risk.

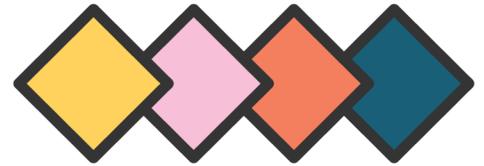
The Insight

Traditional revision cycles would have exceeded the purchased hours and increased tension. The core issue was not the quality of the creative work, it was misalignment and miscommunication throughout the process. The client struggled to clearly express their needs and had not previously worked with an agency-style communication team, which relies on constructive direction and specific feedback. Instead of articulating what they wanted, the client mainly responded with what they did not like, which made it difficult to efficiently refine the work.

The Solution

I implemented a new approach by positioning the client as the creative director and asking them to develop a mood board outlining preferred imagery, colors, language and emotional tone. Because the client had limited experience working with an agency-style communication team, I provided instruction on what a mood board is, how to create one and how this tool supports a more efficient feedback process. This approach empowered the client to articulate their vision, something they understood intuitively but previously struggled to express, which improved alignment and reduced unnecessary revision cycles.

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The Outcome

The mood board provided clear creative direction, eliminated guesswork and gave the client ownership of the process. Our team delivered a creative concept and messaging the client strongly connected with, on the first pass. Tension decreased, rework was minimized, hours were preserved, and client satisfaction significantly improved, strengthening the partnership while staying within budget. While concise, the client's feedback delivered unmistakable impact: I absolutely love it!