

PINE

MARKETING REFRESH

JENN STRANG MARKETING & COMMUNICATIONS

ASSESSMENT

Social Media

Follow all current members, former members, and prospects

Share content from sponsors and members regularly

Use your Instagram as a platform to celebrate all things print in New England

Use Canva as a templating tool to create better graphics and videos

Website

Homepage does not address the printing industry, missing the sense of why PINE exists.

User experience is clunky due to redundancies and difficulty finding information

Voice is generic and dry. Should be more friendly thinking about the end-user.

Images do not relate to the industry.

ASSESSMENT

Branding

Logo feels stale and dated

PINE without the "Printing Industries of New England" doesn't give context to prospective members

Green/Black color palette is harsh on the eye and does appear correctly on all screens

Messaging

"Enhancing Member Profitability" doesn't speak to the industry that you serve

PINE's services go beyond a profit focus as well: advisor, partner, advocate, community, connection

Alternatives:

- Helping Your Business Prosper in Print
- Together We Can Prosper in Print
- Your Partner in Print Prosperity
- Working Together to Profit in Print

LOGO UPDATE



ENHANCING MEMBER PROFITABILITY



PINE

PRINTING INDUSTRIES
OF NEW ENGLAND



PINE PRINTING INDUSTRIES
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WEBSITE REFRESH

