

TRANSFORMING **CORIAN®** INTO A DESIGN-DRIVEN BRAND

CHALLENGES

- ✓ Needed stronger brand differentiation in the solid surface and engineered materials industry
- ✓ Limited digital engagement despite high-quality product offerings
- ✓ Lack of storytelling around innovation, durability, and design versatility

BRAND REDESIGN

CHALLENGES

- ✓ Established brand pillars centered on innovation, sustainability, and design flexibility
- ✓ Created a compelling brand story showcasing Corian® as the go-to surface for architects and designers
- ✓ Refined visual identity with modern typography, high-contrast imagery, and immersive digital experiences

RESEARCH & STRATEGY

- ✓ Conducted 800+ hours of market research, analyzing 40+ competitors in the architectural surface industry
- ✓ Identified key market gaps, positioning Corian® as a pioneer in premium solid surfaces
- ✓ Developed targeted audience personas, including architects, interior designers, and home improvement enthusiasts

CGB
studios
CASE STUDIES

CORIAN®
DESIGN

Make Your Space™

2024 NEW Colors
Marble Inspired Looks

DISCOVER THE NEW COLORS OF CORIAN® SOLID SURFACE →



CORIAN®
SOLID SURFACE



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CASE STUDIES

DIGITAL CAMPAIGNS & ENGAGEMENT

- ✓ Launched high-impact social media campaigns highlighting Corian®'s innovative applications in kitchens, bathrooms, and commercial spaces
- ✓ Enhanced website UI/UX, creating an interactive product visualization tool for customers to explore surface textures, colors, and applications
- ✓ Developed SEO-optimized content on the durability, sustainability, and creative potential of Corian® materials

RESULTS

- ✓ **Social Media Growth:** Engagement increased by 180%, with a surge in designer collaborations
- ✓ **Brand Awareness:** 4X growth in website traffic and online inquiries from architects and home builders
- ✓ **Lead Conversion:** Improved by 35% due to an optimized digital experience
- ✓ **Customer Retention:** Increased by 30% through personalized marketing and innovative product storytelling

CORIAN® SUCCESSFULLY
EVOLVED INTO A DESIGN-FIRST,
INNOVATION-DRIVEN BRAND,
REDEFINING ITS POSITION AS A
LEADER IN THE HIGH-END
SURFACES MARKET.



CORIAN®