

# BOOSTING ARTBOX BRAND IDENTITY

## Challenges

- **Fragmented Brand Identity** – Lack of consistency across digital and offline touchpoints.
- **Outdated Engagement Strategies** – Minimal audience interaction and low recall.
- **Need for a Digital Transformation** – Brand needed a modern approach for market differentiation.



## SOLUTIONS & IMPACT

### Research & Strategy

1,000+ hours of research & competitor analysis.  
50+ global & national competitors benchmarked.  
Aligned branding with industry leaders for best practices.

### BRAND EXPERIENCE & DESIGN

35% reduction in user journey friction.  
Mobile-first design = Higher accessibility & engagement. Interactive content highlighting brand expertise & innovation.

**CGB**  
*studios*

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## DIGITAL CAMPAIGNS & ENGAGEMENT

+60% brand recall through strategic campaigns. Immersive storytelling reinforcing brand values. +180% social media engagement with targeted approach.

### RESULTS & SUCCESS METRICS

- 2X customer engagement.
- +140% increase in digital inquiries.
- +45% higher conversion rates.
- 60% faster user journeys



**artbox**

Smart. Seamless. Artbox.