



REBRANDING & REFOCUSING FOR BUSINESS GROWTH

Evergreen Landcare has over 40 years' experience in hydroseeding and erosion control. Their experience makes them long-established industry leaders in environmentally sensitive operations in New Zealand. Evergreen Landcare also offers innovative control products to large civil and construction companies, specifically adapted to New Zealand conditions.

TRAFFIK
DIGITAL
WAS
ENGAGED
TO:

Complete a rebranding exercise.

Improve overall clarity and brand awareness.

Grow national business and lead generation.

Unveil the new brand strategy across marketing collateral.

Design and develop brand new website(s).

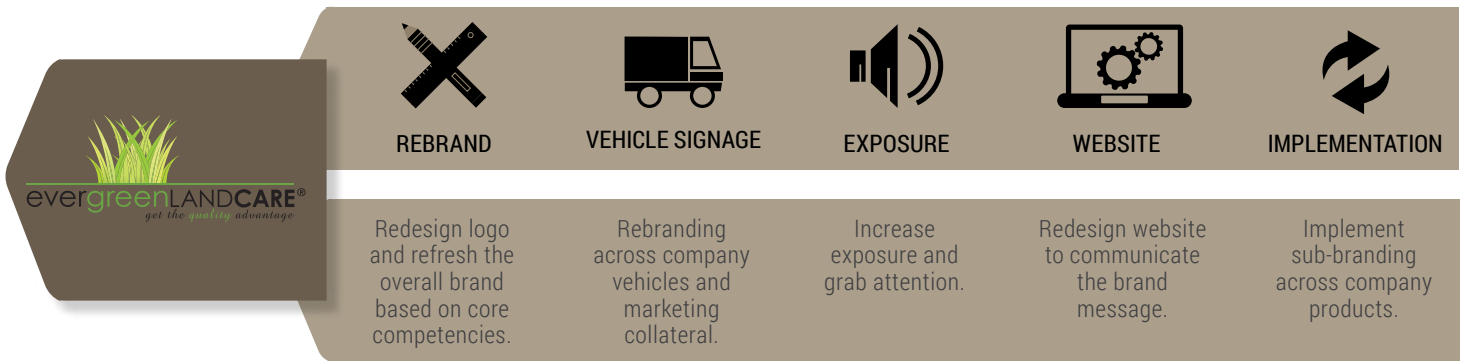
Search Engine Marketing.

ANALYSIS:

Traffik Digital conducted a comprehensive research process that provided clarity on new strategic business initiatives. It was apparent that although Evergreen Landcare's business had evolved over the course of its 40 years, its brand had not evolved with it. The brand message was buried in pages of information and it had poor visibility. As a result, people were unclear about who they were and what service they provided. This was particularly problematic for stakeholders who needed to understand the scale and scope of the company.

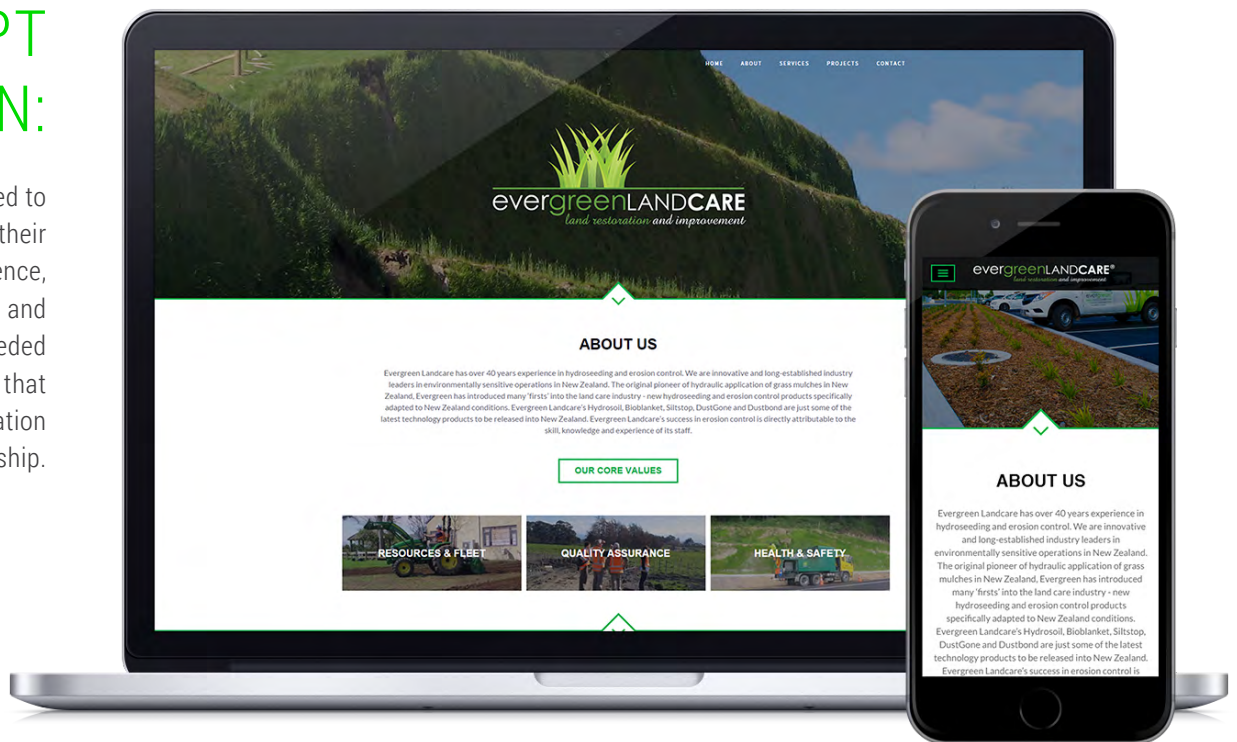
Target Market | Brand | Website | Website Design

STRATEGY:



CONCEPT DESIGN:

The website needed to clearly showcase their capabilities and experience, in both a visual and technical form. We needed to establish a brand that stood for unique innovation and industry leadership.



RESULTS:

170	563	176%	160%	135%
KEYWORDS IN GOOGLE 1ST PLACE	KEYWORDS IN GOOGLE 1ST PAGE	SOUTH ISLAND GROWTH	INCREASE IN EMPLOYMENT	INCREASE IN REVENUE