



CASE STUDY

A new story and marketing engine for an innovative digital platform

THE CHALLENGE

Weaver & Loom is a classic startup story. It had developed a new and disruptive digital platform that helps interior designers create and produce bespoke rugs on demand, but its story didn't resonate.

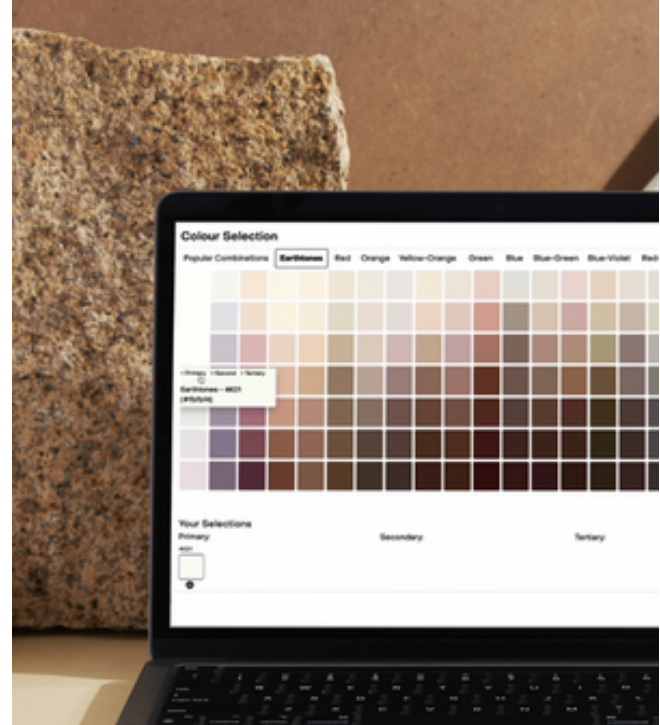
Its Website struggled from weak messaging that failed to connect with prospects. It did more harm than good. To stand out in an ultra-competitive industry, Weaver & Loom needed brand positioning that clearly articulated what it does, who it serves, the value of the platform, and how it is different/better.

SOLUTION

I led a positioning refresh focused on how Weaver & Loom's platform that disrupts how bespoke rugs are designed and produced.

Given the target audience (interior designers, architects and artists), the positioning had to be user-friendly and aligned with how they did their jobs, the outcomes (beautiful, one-of-a-kind rugs), and what success looks like (higher profits, happier customers).

Through research and interviews with key stakeholders, clear and powerful positioning was developed and applied to Weaver & Loom's marketing and sales assets, and Website.



CHALLENGES

- Weak positioning compared with an exciting new digital platform
- Website that didn't tell a story that resonated with prospects
- No sales and marketing collateral



ALI GHASSEMI

CEO, Weaver & Loom

"As a new player in the rug industry, we needed positioning and marketing that would help us not only stand out but be seen as an exciting and different company. Mark helped to make that happen."



If you can dream it, we can weave it.

This value proposition (on-demand bespoke rugs: 50% faster, 60% less expensive and 100% creative control) aligned the platform's capabilities with the needs and interests of its target audiences.

As important, it enabled Weaver & Loom to establish a unique position within the \$75-billion global rug landscape.

Once the positioning was established, Weaver & Loom updated its Website, and developed an in-depth library of sales and marketing collateral, such as sales decks, brochures, one-pager and investor pitches.

As well, it attracted and engage prospects with value-added content (videos, blog and LinkedIn posts) and established a strong presence on Instagram.

The creation of differentiated positioning sparked ROI as the Weaver & Loom story was shared on key channels, social media (Instagram and Facebook) and in-person events.



50%

Faster Delivery

Designs come to life in three to four months



60%

Less Expensive

Improve your margins without sacrificing luxury

