

# CASE STUDY

## ADLANDER



Adapting to the ever-evolving needs of our clients is our top priority - read on to discover how we helped a leading audio service provider transform into a full-fledged audiovisual advertising agency.

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### Challenge

The previously developed website of WingsAudio was no longer in sync with the company's new focus as they were moving into Audiovisual Advertising. The challenge was to rebrand WingsAudio into a modern Audiovisual ads designing company with a completely new name, AdLander.

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### Project Solution

To address the challenge, we proposed a complete rebranding, including a new brand name and a redesigned website that reflected their new focus on audiovisual motion graphics advertising. We also redirected their previous domain to the new website to maintain their previous clients and helped them with social media posts to announce the rebranding. This approach helped AdLander establish a strong presence in the market as a leading audiovisual advertising agency.



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## Result

The results were overwhelmingly positive. AdLander successfully rebranded itself and emerged as a leader in the audiovisual ads designing space. The new website was a hit with clients and helped the company land several new projects. The redirection strategy also helped retain existing clients, and the social media campaign helped create awareness about the rebranding, resulting in a surge of new client inquiries. Overall, the successful rebranding exercise helped AdLander establish a new identity and cement its position as a market leader in the audiovisual ads designing space.

*The successful rebranding of AdLander is a testament to our ability to deliver tailored solutions that adapt to our clients' evolving needs. We're thrilled to have been a part of this exciting journey and look forward to continuing to help businesses achieve their goals through innovative web development and branding strategies.*