

# FEARLESS BRANDING

## [ CASE STUDY ]



**Client:** McRae & Company: Living Graciously

**Category:** To-The-Trade Furniture Showroom

**Client Description:** McCrae & Company is one of the top showrooms in the San Francisco Design Center, selling high-end furniture, fabrics, lighting and accessories to interior designers. McRae & Company has been in business 20+ years, has high awareness in its market and an extensive client base.

**Fearless Brand Idea: Comfort.**

---



**Christie McRae**, owner of McRae & Company, explains:

### Challenge

I needed to grow my business. I believed there was untapped potential, but I was not exactly sure to approach it.

### Solution

You taught me that there was a lot of potential, but we had to meet specific parameters to succeed. I learned two important things from working with you:

- What our market position is – what we stand for: **Comfort. Gracious Comfort.**
- We have to be clear about our position and consistently reinforce it with our market.

### Results

**We know who we appeal to most.** You showed us who our ideal designer is. We're not a fit for everyone – and that's okay. **We are true to ourselves and stay in our niche. That's what separates us from our competitors.**

**You taught us the right questions to ask.** Since you trained our sales team, they know how to get the information we need to determine client fit. I've created a term for it: "clienttelling." Now we have regular "clienttelling" meetings.

**We are more discriminating about which clients we pursue and how we spend our time.** We stay focused on the clients who demonstrate the potential to be loyal and profitable.

**We have a new tagline: Living Graciously.** I had worked on finding the right message for years. Once we identified our brand strategy, I wrote our new tagline almost immediately.

**A Fearless Brand Helps You Sell More Effectively**