



MYSTERY

START-UP CASE STUDY

Gaining the trust of your customers

How consistent design helps a new company define its proposition

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"Mystery worked with us from the outset, we had the idea and they created our name, branding, design and marketing material including our website. They have continued to be an important partner in our business as we have grown. They are commercially aware, insightful, very talented creatively and efficient, being able to turn around quality design and production quickly."

Marcus Watson
Managing Director, Adoreum

All new businesses have to battle hard to win the trust of their customers. You are asking people to believe in your proposition and that you will deliver on your promises. This is even more relevant when your product or service is a new concept in the market as it was with Adoreum, established to provide an exclusive 'membership' to a private jewellery service for high net-worth individuals.

Mystery was commissioned to undertake a brand positioning exercise, to define a vision, establish the values and create a unique name for the marque. The name 'Adoreum' deliberately conveys an established sense of quality and exclusivity.

With that clear brand vision, we were able to design the identity, stationery, launch invitations and all subsequent marketing communications - such as brochures and website - with a strength of consistency and continuity of message that combine to give customers the confidence they need to invest.

We are delighted to report that Adoreum is now a thriving business with hundreds of happy members. If you would like to discuss how strategic design can help define and position your brand proposition and win the confidence of your customers, then please call Dan on 020 7456 7833 or email dan@mystery.co.uk to arrange a meeting. We look forward to hearing from you.

