



CRE8TIVE LOGIC

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CASE STUDY

i OVERVIEW:

Spring City is an American outdoor light manufacturer specializing in new LED technology that dramatically increases light output while decreasing maintenance and energy costs. After several rounds of internal and field testing against multi-national competitors, Spring City's LED technology was selected for NYC's Central Park relighting project—the first LED project in the world of this size, magnitude, and prestige.

! PROBLEM:

After years of engineering and R&D testing, Spring City had to ensure their investment in new technological advances would generate product growth. Cre8tive Logic was asked to create a marketing campaign that would leverage the success of the Central Park project and generate excitement along with tangible leads.

💡 SOLUTION:

Cre8tive Logic developed a multi-pronged approach.

- Our campaign began with a celebratory trade print ad.
- The call to action from the print ad directed viewers to take a stroll through the park. Cre8tive Logic designed a mini-site offering the viewer a virtual tour of Central Park. The mini-site integrated aesthetics with information on Spring City's lighting technology.
- In conjunction with the print advertising, Cre8tive Logic developed a direct mailer/brochure consistent with the look and information of the mini-site along with an email blast linking to the mini-site.

📈 RESULTS:

The campaign only ran for a three month period, but had a dramatic impact on the industry. News stories were picked up by all industry publications including the Wall Street Journal.

"Cre8tive Logic is always insightful, responsive, and delivers beyond our expectations. In a very short time they have earned our trust and have become a valuable asset to our marketing team."

- Tracie Wolfe, Marketing

