



The client described below is fictional and any resemblance to a real company is purely coincidental.

**OBJECTIVE**

Create a unique, visual identity system that effectively differentiates Wigginbotham, Welch, and Shaw from their competition.

matter is touchy, so messaging and visual choices have to be made carefully.

Lastly, innovation in this industry is rarely discussed or embraced by the typically old, family-run businesses.

**COMPANY NAME**

Wigginbotham, Welch, and Shaw

**MARKET POSITION**

Wigginbotham, Welch, and Shaw is a statewide brand, with 15 mortuaries in major communities. They aim to appear refined, clean, and forward-thinking compared to the majority of their competition.

**COMPANY DESCRIPTION**

Wigginbotham, Welch, and Shaw is a mortuary that has been in business for decades. They handle all facets of the funeral process.

**MARKET PROBLEM**

The mortuary business isn't glamorous, and largely isn't thought about until an unfortunate circumstance arises. There is little-to-no brand recognition.

The perception of the industry-at-large is generally unpleasant, and oftentimes upsetting. Consumers recall old, drab buildings, unpleasant employees, and off putting smells.

Brand positioning within the industry is difficult, as it isn't particularly easy to articulate quantifiable differentiators. The subject

**TARGET MARKET**

The primary targets are men & women aged 35-60 who are seeking the correct funeral home for their deceased parent. They are generally looking for an elegant and modern mortuary. They want to give their late parent a celebration of life, not a mourning of death.

Secondary targets would be men & women aged 65+ who are seeking a funeral home for themselves or their late spouse. They are looking for a more traditional, aged mortuary than the primary targets.

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