

## BRAND PROTECTION WITH COMPANY STORES

Lasting Impressions partners with customers to promote their brand, ensure product quality and secure brand protection. FREE online company stores feature corporate approved apparel and branded sales and marketing tools for employees to order quickly and easily for their personal use or their departmental needs.

### CASE STUDY: CUSTOM CORPORATE WEBSITE



Cochran is a third-generation, family-owned electrical and technological

infrastructure business with a reputation built on innovation and seamless execution. For more than five decades, Cochran has played a major role in designing and installing the electrical and technological infrastructure throughout the Pacific Northwest. With expertise in electrical, security systems, audio/visual communications as well as marine shore power, design, construction, and maintenance Cochran is dedicated to fresh thinking and proven execution. Cochran operates three locations in Washington State, one location in Oregon and one location in North Carolina.

#### OBJECTIVE

Increase exposure of the Cochran brand and its subsidiaries with branded apparel and merchandise.

#### DELIVERABLES

- Create an online company store for employees to order sales and marketing tools as well as branded apparel for personal wear.
- Design a single website with dedicated products for all five brands: Cochran, Cochran Marine, Palladium, DAS Simplified and Vunetrix.
- Develop a system for managers to quickly and easily reward employees with branded apparel for service excellence.
- Provide three ways to purchase online: Company GL Code, Employee Gift Certificate (given for performance excellence) and employee credit card.



#### PROCESS

Lasting Impressions invited the Cochran marketing team to our local facility and provided an exclusive showroom experience where styles, colors and price points were pre-selected based on the company's stated criteria. Samples in appropriate sizes were purchased and shipped to Cochran in follow up to the showroom visit. The Cochran marketing team distributed garment samples and asked employees to comment on fit, functionality, ease of care and likability to ensure employee 'buy-in'.

Once garments were finalized, Lasting Impressions provided decoration advice and collaborated with the Cochran marketing team on every garment selected to optimize the Cochran brands.

#### DEPLOYMENT

A dedicated website was designed showcasing all five brands. Each logo on the home page links the shopper to a pre-approved collection of merchandise for that specific brand. The home page also features a welcome message communicating the purpose of the website as well as instructions on how to order and information on available payment methods.

***It's That Simple!*** Lasting Impressions can provide the tools for you to protect your corporate brand with company stores.  
For more information call us at 425.822.6651 or visit [LastingImpressionsGifts.net](http://LastingImpressionsGifts.net).