

Case Study

Market Research and Website Design + Development

OVERVIEW

ACE Metal Crafts Company provides stainless steel fabrication, machining and value engineering solutions for industries requiring sanitary stainless steel components. Launched in 1960, ACE invented many techniques which are now standards in sanitary stainless steel fabrication.

CHALLENGE

While ACE was well-respected within the metal fabrication industry, their marketing focused inward, on what they produced, rather than providing potential clients with company capability information in a manner that resonated. The existing website lacked a consistent message. ACE's branding required a complete overhaul, including their logo, tagline and ultimately, their website.

SOLUTION

Custom Direct provided in-depth market research, client interviews resulting in development of buyer personas and buyer's journey mapping. The planning helped to develop a consistent narrative for the ACE message, including a comprehensive brand redesign and re-positioning initiative. CDI integrated these findings into a new ACE logo, tagline, imagery and brand guide. All of these components shaped the look and feel of a completely redesigned website. CDI flipped the content and all new messaging outward focusing on industries served, capabilities, resources and even recruiting new hires. CDI completed the website with updated navigation, call to actions on each page and a clearly defined user experience.

