

PLATT CASES



THE CHALLENGE

Despite being in the middle of the Covid-19 pandemic, in December of 2020, Platt Cases was determined to launch a year-long celebration of its 100th anniversary as a manufacturing firm in Chicago.

Founded in 1921, Platt Cases had a unique story to tell. Benjamin Platt emigrated to the United States in 1904, having previously worked making leather Russian Cossack saddle harnesses. The business grew as Benjamin found a natural talent in creating new, sturdy suitcases, well-suited to endure the rough handling of 1920's era trips.

THE SOLUTION

Key to the anniversary effort was the need to reinforce, to the Chicago community and the firm's long-tenured workforce, that Platt Cases remained committed to operating and growing a vibrant and important business.

Dan Platt, the fourth generation of the family to lead the business, was determined to celebrate the firm's unique history while also establishing their renewed commitment and investment toward many more years of innovation and exceptional case production.

Custom Direct's team developed an integrated solution to meet Platt Case's communication and reach goals while keeping within a limited budget.

- Creating a detailed, colorful History Page on the company website
- Facilitated creation of a photo library and slideshow for press use
- Writing and distributing press releases throughout the Midwest
- Social media posts, including LinkedIn and Twitter.



KEY RESULTS

- Exceeded the expectations of Dan Platt and Platt Cases team
- Enabled Platt Cases to create design-oriented pages in Volusion, a CMS used primarily for eCommerce
- Press release distribution in over 135 Midwest news outlets