



PKR Corporation chose TribeAgency to move them forward into the digital era.



Market Outlook

With the advancements in information availability and a tech savvy audience, getting your product line's message in front of people is a whole different ballgame than it was in the past. Consumers can receive information at home, at work, in the car; basically anywhere they can connect and interact with a brand. These are great marketing opportunities for companies who take advantage of this innovation, but companies that were established before the wireless era need to look past the traditional marketplace and sometimes require a little assistance getting a foothold in the digital world.

Opportunity

This was the problem PKR Corporation faced when they wanted to expand their wholesale business and introduce the Anipuzzle products to consumers. The Anipuzzle is a unique three-dimensional puzzle offered in the shape of animals and was first created back in 1986. PKR Corporation chose TribeAgency to move them forward into the digital era by creating a website that re-introduced the product line to wholesale vendors and expanded it's reach to targeted consumers.



PKR CORPORATION CASE STUDY



After the initial meeting with PKR Corporation the Creative Team agreed that the company needed a nice website to drive sales. However, they also made the point that you need to inform people about this website to generate traffic. TribeAgency suggested putting together a mailing campaign and creating a brochure informing wholesale vendors of the website launch and using the same mailer to target puzzle fanatics by purchasing select mailing lists. PKR Corporation agreed and the Anipuzzle campaign was off and running.

Solutions

In order to create a mailer and website the Creative Team needed high quality product images that portrayed the value and unique design of the Anipuzzle. Using their in-house photo studio, TribeAgency was able to produce professional grade images that met the needs and high expectations of the client. They developed an eye catching die-cut bi-fold mailer featuring the most popular Anipuzzle, Nanook the polar bear, on the front that opened up to reveal the full Anipuzzle product line and product descriptions prompting buyers to visit the new website to purchase. The sleek design and color pallet helped portray the age and gender neutrality of the Anipuzzle while the high-grade images showed a top quality product.

TribeAgency designed and developed the website to be an informative and engaging destination that promoted and detailed the Anipuzzle product line as one of a kind three-dimensional educational puzzles. One of the main goals was to tap into

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individual consumers. TribeAgency implemented an ecommerce store that caters to this niche audience and allows them to purchase Anipuzzles directly from the website.

Results

PKR Corporation came to TribeAgency looking for a way to introduce their product line into a technology savvy marketplace. With TribeAgency's guidance and advice PKR Corporation is now able to successfully market and sell their unique product line to both a broad wholesale and niche consumer market. The Strategic, Creative and Technical Teams of TribeAgency worked alongside the client to create a quality brochure, website, and ecommerce that met all of PKR Corporation's needs.



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