

# Web Development & Branding for Shirt Retailer

## PROJECT DETAILS

📁 Web Development

📅 Feb. 2018 - Sep. 2019

💰 \$50,000 to \$199,999

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*"The attention to details and lead time on the project were extremely impressive."*

## PROJECT SUMMARY

Plus972 provided branding services for a high-end shirt retailer. The team designed a logo, created a business strategy, and came up with a branding and marketing campaign.

## PROJECT FEEDBACK

The new website and branding efforts had a positive impact on the internal team's business. Plus972 communicates effectively to ensure both teams remain on the same page, accepting and providing feedback with tact. The team is attentive and adaptable.



## The Client

Please describe your company and your position there.

I am the founder and CEO of RBY Shirts, an emerging brand based in NYC that sells high-end garments in Italy. The company manufactures fully custom made sartorial men's shirts using the finest Italian fabrics and with hand sewn finishes. The company also sells prestigious made in Italy silk ties with beautiful prints.

## The Challenge

For what projects/services did your company hire Plus972?

Being an emerging brand with little experience in the American market, we hired Plus972 to come up with a full branding program that suited our needs

What were your goals for this project?

Goals for the project was to clearly establish a brand identity and come up with the proper marketing/branding strategy

 Ronen Ben Yehuda  
CEO, RBY Shirts

 Retail

 1-10 Employees

 New York, New York

### CLIENT RATING

5.0

Overall Score

Quality: 4.5

Schedule: 5.0

Cost: 5.0

Would Refer: 4.5





## The Approach

### How did you select this vendor?

Vendor was selected after bidding out the job to several other marketing agencies. Plus972 seemed to be the most appropriate for the job

### What was the team composition?

Dealt directly with the CEO but also interacted with several other employees of the company

## The Outcome

### Can you share any information that demonstrates the impact that this project has had on your business?

Extremely positive impact given the results of the campaign

### How was project management arranged and how effective was it?

Project was arranged by setting up several conference calls and in-person meetings over the course of the project. This was very effective overall.

### What did you find most impressive about this company?

The attention to details and lead time on the project were extremely impressive. Moreover, the feedback that was provided by Plus972 over the course of the project was very helpful in coming up with the best strategy





## Are there any areas for improvement?

Can't think of ways to improve as it has performed extremely well.

