



Client



Single Source, Inc., is a national distributor of commercial automotive refinish products and services to the collision repair industry. The company has 16 locations across the U.S. and is headquartered in Roswell, Georgia.

Need

Single Source has experienced very positive growth and success over the past decade, primarily through strategic acquisitions. As a result, one their main challenges is to promote a single corporate identity among all Single Source locations. They also wanted to overhaul their marketing initiatives with a consistent focus and messaging, marketing collateral, and presentations.

Solution

BDSstrategies has implemented a portfolio of strategic and tactical marketing solutions to heighten Single Source's market presence with prospective and current customers, distribution partners, strategic acquisitions and internal corporate staff:

- ❖ Development of corporate brand
- ❖ Creative design and development of full suite of marketing collateral including case studies and brochures
- ❖ Creative design and content development for new standard corporate presentation
- ❖ Brand development, creative design and content development for new corporate newsletter

