



# Branding Campaign for Andiamo Remodeling & Design / enjoYOURemodel Contractor Network Scottsdale, AZ January 2008

**SITUATION:** Owner of Andiamo Remodeling & Design, a local Scottsdale residential remodeling contractor, desired to accelerate the growth of its business targeting the Scottsdale, Arizona market. Goals of the campaign were:

1. Differentiate the business from other contractors
2. Take advantage of their strengths in design, quality, customer care, attention to details and schedules
3. Gain the participation of their large network of subcontractors
4. Quickly build consumer recognition and solid company identity in Scottsdale
5. Use the beautiful design center to show off remodeling project examples
6. Increase the rate of growth of their business

**CURRENT BRANDING:** Company had a few brochures, business cards and a website. It did have a beautiful design center at the home of Andiamo's owner. No serious formal branding campaigns had been undertaken.

**NEW CAMPAIGN:** We created a new entity named the "enjoYOURemodel Contractor Network" that would promote the capabilities of not only Andiamo, but also Andiamo's large network of subcontractors who would share in the costs of the ongoing marketing campaigns under the new eYr brand. Elements of Campaign were:

1. enjoYOURemodel.com portal website
2. New Corporate Identity/Logo for enjoYOURemodel
3. Monthly open houses to view the design center
4. Monthly broadcast of 5,000 - 12,000 flyers announcing the open houses dropped in local neighborhoods
5. Publicity in local newspapers
6. Monthly Ads in local newspapers
7. enjoYOURemodel Brochure
8. enjoYOURemodel Powerpoint Presentation
9. Continued Low-Budget Advertising for Andiamo Remodeling & Design
10. Owner participation in local community seminars on remodeling & design

**BUDGET:** \$60K

**RESULTS:**

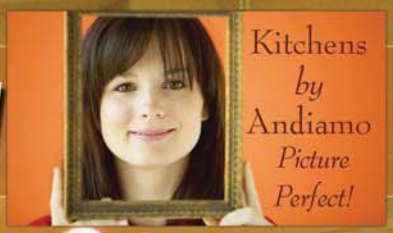
1. Generated hundreds of new inquiries and many new jobs
2. Created an immediate presence in the local community
3. Attracted a number of new contractors to the Contractor Network
4. Generated over \$150K in business for subcontractors in first six months
5. Received wonderful publicity story in local newspaper that generated significant new leads



# Picture Perfect Remodeling in South Scottsdale



REMODELING & DESIGN BY  
**ANDIAMO LLC**  
 602.717.4454  
 8742 E. THORNWOOD DR.  
 SCOTTSDALE, AZ 85251  
 WWW.ANDIAMOAZ.COM  
 ROC240735



Kitchens by Andiamo  
*Picture Perfect!*

CABINETS & DESIGN BY  
**ANDIAMO**  
**KIM WALLACE**  
 DESIGNER  
 602.717.4454  
 8742 E. THORNWOOD DR.  
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OLD WORLD CRAFTSMEN BUILDING FOR TODAY'S LIFESTYLES AND NEEDS ■ OLD WORLD CRAFTSMEN BUILDING FOR TODAY'S LIFESTYLES AND NEEDS ■ OLD WORLD CRAFTSMEN BUILDING FOR TODAY'S LIFESTYLES AND NEEDS ■ OLD WORLD CRAFTSMEN BUILDING FOR TODAY'S LIFESTYLES AND NEEDS ■ OLD WORLD CRAFTSMEN BUILDING FOR TODAY'S LIFESTYLES AND NEEDS

## Finding a contractor you can trust just got easy.

Find us online at [www.enjoYOURemodel.com](http://www.enjoYOURemodel.com) or phone **602.717.4454**

- Alumwood Patio Covers -
- Appliance Specialist -
- Cabinets -
- Drywall, Tape & Texture -
- Electrician -
- House Plan Design & Submittal -
- HVAC Refrigeration -
- Kitchen & Bath Design -
- Landscape Design/Install -
- Lighting Specialist -
- Masonry -
- Painting -
- Ponds & Waterfalls -
- Remodel Contractor -
- Stucco/Exterior/Plaster -
- Skylights -
- Swimming Pool - New/Remodel -
- Tile - Stone, Ceramic, Porcelain -
- Tile - Stone, Ceramic, Porcelain Install -
- Windows/Doors -

- Andiamo Remodeling & Design
- Spencers TV & Appliances
- Andiamo Remodeling & Design
- Andiamo Remodeling & Design
- Leave It To Lee
- Manne Engineering
- Taylor Made Refrigeration
- Andiamo Remodeling & Design
- Andiamo Remodeling & Design
- Lamps Plus
- Weston Homes & Development
- Andiamo Remodeling & Design
- Pondscapes
- Andiamo Remodeling & Design
- Weston Homes & Development
- AZ Weathertight
- Cornerstone Pool Construction, LLC
- Verona Tile
- Monterrey Tile
- Andiamo Remodeling & Design

All enjoYOURemodel contractors are licensed, bonded and insured

**602.717.4454**

8742 E. Thornwood Dr.  
 Scottsdale, AZ 85251



# enjoYOURemodel CONTRACTOR NETWORK

MEMBER  
*The Best of the best... one call does it all!*  
[www.enjoYOURemodel.com](http://www.enjoYOURemodel.com)  
**enjoYOURemodel**  
 CONTRACTOR NETWORK  
*... does it all!*

[WWW.ANDIAMOAZ.COM](http://WWW.ANDIAMOAZ.COM)  
**enjoYOURemodel**  
 is Growing in South Scottsdale

Remodeling TIPS  
 From Kim

OPEN HOUSE - Saturday, January 24th, 2009  
 9 AM to 12 NOON  
 THORNWOOD DESIGN CENTER  
 8742 E. THORNWOOD DR.  
 SCOTTSDALE, AZ 85251  
 Refreshments to be Served

The BEST of the best in South Scottsdale... one call does it all!



WITH US!  
 If you're a licensed local Scottsdale building contractor or have a business service for homeowners and you would like to grow your business with us ...  
 Learn More ...  
[www.enjoYOURemodel.com](http://www.enjoYOURemodel.com)  
 or phone **602.717.4454**

**enjoYOURemodel LLC**  
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## enjoYOURemodel Contractor Network geared to local projects.

What is the enjoYOURemodel Contractor Network? We are a group of local contractors and all are licensed and virtually all are bonded.

What type of work do you do? From specialized projects like designing "cat friendly" kitchens, converting closets into laundry centers, and functional outdoor spaces - we do everything from update, upgrade and redo interiors.

We have local roots. We serve subdivisions and customers during their life cycle for support and maintenance. Each of our licensed contractors in their field gives us

Here are the ingredients of that program:

- Create a Master Remodel Plan (The "Big Picture")
- Create an "as built" drawing of your home
- Prioritize your projects by importance
- Implement the most important project first
- Use your plan for current and all future projects

Your Master Remodel Program is the foundation we all need to organize, price and build your project. It assures an enjoyable remodeling project, and remains in place for future projects. Whether you need one of our or entire team, start planning off right with your vision-602.717.44 Open House on the 24th!

Kim Wallace is the enjoYOURemodel Contractor Managing Partner, Andiamo Remodeling & Design in Scottsdale. [www.enjoYOURemodel.com](http://www.enjoYOURemodel.com) [www.andiamo.com](http://www.andiamo.com)

Kitchens & Baths Fabulous Designs

we do it ALL!  
 The best remodeling contractor in Scottsdale

The BEST of the best one call does it ALL!

about enjoYOURemodel

## ANOTHER REMODEL SHOWCASE HOME

The BEST of the best contractors, craftsmen & renovation experts  
**"One Call Does it All!"**

**enjoYOURemodel**  
 CONTRACTOR NETWORK

OPEN TODAY 9 AM TO NOON

- DESIGN IDEAS
- MEET THE EXPERTS
- DISCUSS YOUR NEEDS
- LET'S TALK "GREEN"

**602.717.4454**  
 SEE US ONLINE AT - [www.enjoYOURemodel.com](http://www.enjoYOURemodel.com)

- Alumwood Patio Covers
- Appliance Specialist
- Architect
- Building Products
- Cabinets, Custom Cabinets, Refacing Cabinets, Semi-Custom
- Custom Carpentry/Finish Carpentry/Framing Carpet/Installation

The enjoYOURemodel Contractor Network provides easy access to experts in home renovation and remodeling - both INDOOR and OUTDOOR

