

THE HINDRANCES TO ENGAGING, CAPTIVATING WORK ARE SELDOM BUDGETARY. SURE, MONEY HELPS WHEN CREATING A LIBRARY OF VIDEO ASSETS OR DEVELOPING A CUTTING EDGE MOBILE APP. BUT IDEAS TYPICALLY FAIL BECAUSE THEY LACK ONE KEY INGREDIENT: **COURAGE.**



The story of how Amvic started to kick ass, and take names.

Amvic System, based in Toronto, manufactures styrofoam insulation, including, Insulated Concrete Forms (ICFs) for use in residential and light commercial construction.

CASE STUDY ONE



CASE STUDY ONE: AMVIC

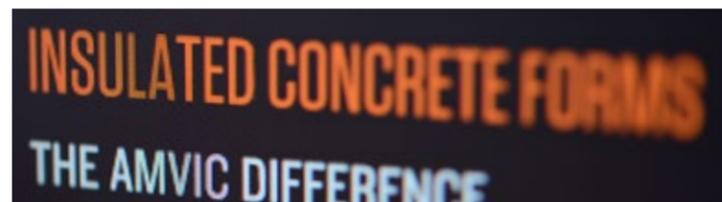
HOW THE LITTLE GUY CAN KICK ASS, AND TAKE NAMES



THE BRIEF

It's a common plight: overwhelming needs, and an underwhelming budget. The temptation is to do nothing. After all, good creative is expensive, right?

Well, Amvic knew better. When they initially approached us in 2010, it was to spruce up their languishing website. They wanted a fresh, easy to navigate site that could serve as a platform for their brand message, as well as an informative resource for builders, architects, and engineers. Of course, they also wanted show up on the first page of Google (at the time, they were no where to be found). Now, the story could have easily ended there, but again, they knew better. The project scope grew to include product videos, printed collateral, and point-of-sale displays.



THE BIG IDEA

There were a few key challenges with Amvic. The first task was to simplify and properly pace the delivery of information so that the audience wouldn't get overwhelmed. It's a common mistake to make every piece of information prominent because it all seems important. The truth is that very little information is truly important. The core message needs to take centre stage. Too much information – even when seemingly relevant – is noise. Noise prevents the audience from clearly understanding what you have to offer, or why they should care.

After establishing a proper information hierarchy, the next step was re-tooling Amvic's aesthetic. They needed some new clothes. Clean lines, a sophisticated handling of space, thoughtful typography. These things become increasingly important when marketing to creative types like architects. Appearances matter, and giving Amvic an appropriate visual style was essential to their credibility.

As far as messaging goes, Amvic opted to play it a bit more straight, with no-nonsense copy. While a captivating and attention-grabbing campaign would have brought them more traffic and interest, the work we did do for them made a significant impact.

THE BREAKDOWN

The results speak for themselves: Amvic is now on the first page of Google for all their keywords. But more exciting than that, they have been invited by Lowes (the national hardware retailer) to sell their product in stores across North America, and in so doing, have displaced comparable products from DOW and Owens Corning, the two largest manufacturers of insulation in the world. No question their improved image made it easier for a massive outfit like Lowes to take them seriously.



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LET US ENTERTAIN YOU



Silverboard Video: jib.ca/qr/silverboard
With no video assets, Amvic relied on us to create 3D animation to showcase their Silverboard insulation.



ICF Video: jib.ca/qr/icf
Similarly, there were no video assets for the ICF video Amvic requested. We were able to combine our 3D animation with new original and stock footage. The combination of real and virtual assets created a far more comprehensive presentation.