

Freight Minds



BACKGROUND

Freight Minds, previously known as SFW Logistics, has over 125 years of collective experience in solving the challenges of modern-day freight forwarding and logistics, specialising in large-scale events for some of the world's biggest artists. The company recently approached Bubble for assistance with a rebrand to strengthen the brand's appeal to its target audience.

OBJECTIVE

To work closely with the stakeholders of Freight Minds to create a brand that aligns its identity and image to appeal to its target audience. The rebrand included creating a new website, marketing collateral, and new social media pages.

STRATEGY AND PLAN

- To work closely with stakeholders of Freight Minds to understand what they want from the rebrand
- Undertake market research: research websites and the industry to understand the features, look and feel stakeholders would want to see on the website
- Create and launch a new website incorporating the brand's luxury and modern feel
- Create and launch new social media pages with the same handle and the new branding
- Create and distribute a press release about the launch of Freight Minds' as a rebrand
- Deliver all of the content to Freight Minds within a tight timeframe and on budget

RESULTS

- Ideas from the market research were used to design the website
- Delivered all of the content to Freight Minds within the agreed timeframe and budget
- All social channels created were consistent with the branding and messaging. The first post introducing Freight Minds was successfully published and well received. Collectively across all social media channels, it received over 1,000 impressions
- Secured press coverage from the press release announcement
 - Coverage 1** – Industry logistics veterans launch Freight Minds
 - Coverage 2** – Industry Vets Launch Freight Forwarding Company
 - Coverage 3** – Industry veterans join forces to establish Freight Minds
 - Coverage 4** – Freight Minds brings unmatched skills and experience to live event freight forwarding

Check the website here – www.freightminds.com