

Eastern Fish

EIGHTY6
CASE STUDY

BRAND
MANAGEMENT

2016 - Present

Impact

Arming the Sales Team
with a Brand

Service Areas

- Branding
- Graphic Design
- Website
- Social Media & Content Marketing



Launched
2 National Brands



Situation

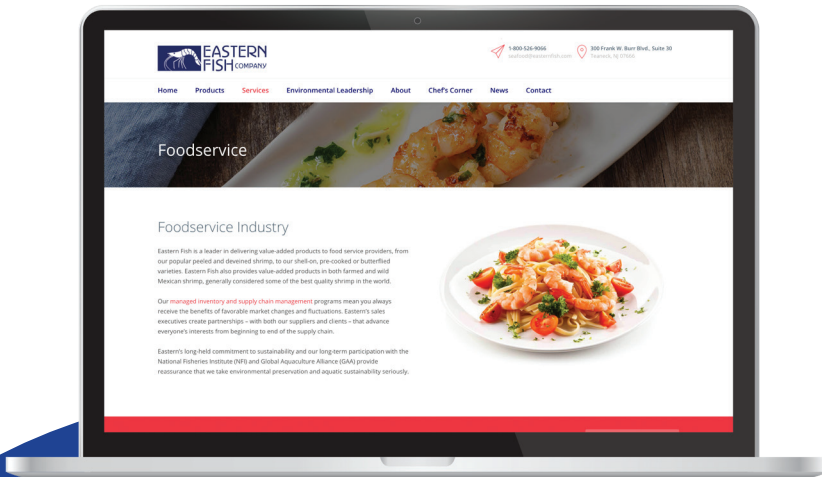
Eastern Fish Company is a global supplier of private label and branded seafood products. Like many B2B businesses, branding and marketing had not been made a priority, and in its outdated state, it had even become an obstacle for the sales team to work around.

Solution

Eighty6 worked with Eastern Fish to streamline the company's marketing materials and update their look, creating a consistent visual experience for all sales, marketing, and product offerings. On the web, this had an especially great impact, as the new website was transformed into a functional resource for customers and internal sales reps alike by offering product sell sheets, an organized and articulate presentation of their services and products, and an outline of the benefits to partnering with Eastern Fish. This greatly reduced print spend and kept materials from falling out of date.

Eighty6 also launch two new branded product lines: JustFish & Golden Harvest. This included logos, trade show signage, sales materials, and a strategy on how to integrate the new brands with Eastern Fish.

Work continues with graphic design for sales, marketing, and promotional materials.



"Working with the team at Eighty6

has given me my time back. In the past I would have to micro manage each project. It was time consuming. Now, we collaborate and their team is off an running with the peace of mind that the brand and design will be professionally done."

**-Robin Smith
Marketing Manager
at Eastern Fish Co.**

