

Arco + Associates Case Study: Immerse

The Challenge: Leigh Suffian, co-owner of Immerse, an upscale kitchen and bath plumbing showroom in St. Louis, was having trouble finding the perfect agency for her company. She had experienced a trend with every firm she had engaged: they initially performed well, but ultimately either required bigger, more regular projects than she could afford or high agency turnover forced Leigh to continually explain her business strategy and intricacies to new reps—a timely and costly process. ROI was difficult to ascertain, frustration would build, and the parting of ways was inevitable. At the end of 2015, Leigh was in need of a new print advertising campaign and did not have the resources to execute it in-house. Enter, Arco & Associates.

The Solution: Hesitant, yet intrigued by a referral from a discriminating client, she decided to throw Arco a “Hail Mary” and engaged them for creative conception and execution of a new campaign. After brainstorming with the Immerse team and taking the time to truly understand the company’s goals and differentiators, Arco presented several creative campaign concepts. Together, Immerse and Arco narrowed it down and selected the option that most strongly represented the brand.

The Results: Two years, and dozens of ads later, Leigh could not be happier with the results. Not only has she found a firm who gives her the dedicated attention and consistency she has been seeking, but the new ad campaign resulted in a **30% revenue increase**. In her own words “I am continually impressed by Arco’s responsiveness, flexibility, and creativity. They aim to please and always follow through. They give direction

but also ask for input, and they deliver every last detail until we are fully satisfied (which in our case, is not always easy to do)! Andrea is a smart and thorough leader; she listens keenly and offers her expert opinion appropriately, and she and her team continue to make us feel important. Arco is professional and ahead of the curve...everything one would want from a marketing firm.”

Arco has since become Immerse’s comprehensive marketing partner, managing everything from strategic planning to SEO efforts to website redesign, and Immerse continues to see return month-over-month.

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