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Artistic Concrete Stamping: A Branding Strategy

Kristen L. Gregory

University of Rhode Island, kristengregory@my.uri.edu

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Concluding Thoughts

By Kristen Gregory

Sponsor: Dr. David Mitchell (Marketing)

The procedures and objectives of this honors project were modelled off of the independent study I previously completed under the guidance of my faculty sponsor, Dr. David Mitchell. During the independent study, I worked to promote a "Date Night" event with a group of three other marketing students for the small business owners in Wickford Village. We created and successfully implemented a marketing strategy to promote this event to the surrounding community. I took these procedures and focused them on branding specifically to create the concept of this honors project. I wanted to build upon my previous experiential learning from this independent study by individually working with a small business to create a branding strategy. To conclude the project, I presented recommendations to the small business owner to help him better communicate his brand to prospective customers.

At the completion of this honors project, I believe that we met proficiently the objectives my faculty sponsor and I set out to achieve. But perhaps the most valuable lesson I learned went much farther than these objectives. In working with this small business owner, I applied my previous knowledge from the independent study and marketing courses in a real world setting. I was challenged to apply my knowledge in a whole new way. In a span of four months, it is nearly impossible to successfully rebrand and reposition a company, but it is possible to help guide it on a path it has already started. I learned that in working with a small business, I could not come in and completely rearrange the small business to my liking. I had to tailor my knowledge to meet the objectives and opinions of the owner and his vision of where he saw his small business in the future. I learned that I could not redirect the business, but instead help it along its predetermined path to success. It was important to make informed recommendations that appealed to Artistic Concrete Stamping's strengths and already defined brand image, rather than redefining it.