



## How do you take a startup from 'great product' to 'great business'?

For the founders of REDjuvenate, the first step was building their brand and their website with brandiD.



"The team at brandiD are truly fantastic partners. From the beginning, they had a solid understanding of the vision for REDjuvenate, and have done an excellent job literally bringing our brand to life. Their process is deep, thoughtful, and got to the core of what we wanted to accomplish. Their team is smart, creative, and effective. I love our branding, logo, and website - it's innovative and inspired. We now have a strong identity and brand platform to expand our business."

### **Dr. Dwight Heron**

Former Director of Oncology,  
UPMC International and REDjuvenate's  
Co-Founder and Lead Physician



REDjuvenate is a red light therapy center located in Pittsburgh, Pennsylvania, offering whole-body and targeted treatments that heal the body, increase performance, and boost energy.

## HIGHLIGHTS

### Challenges

- Needed a memorable brand to conceptualize their cutting-edge products
- Wanted a cohesive brand that included logo, website, and marketing collaterals
- Needed a strategic partner to help them pinpoint the ideal client groups that would differentiate them in the crowded wellness market
- Needed structure that helped them hit timeline goals for opening their flagship center

### Solution

- An all-in-one branding and web development agency that develops brands from start to finish
- An expert branding specialist with a refined process for strategizing and executing memorable brands
- An efficient team that runs smooth and timely projects, from strategy to copywriting to web design & development

### Results

- Unique positioning: REDjuvenate now has a memorable brand that includes logo, website, and marketing collaterals that helps them stand out boldly in the wellness market
- Grand opening success: Their flagship center opened on schedule to rave reviews

## CHALLENGES

# Developing cohesive branding—and strategic positioning—for a startup with a cutting edge, innovative product

When the founders of REDjuvenate, a Pittsburgh-based red light therapy center, came to brandiD, they had a great concept and a proven product, but a lot of questions about how to brand and position their business so that it resonated with the public.



**“We were trying to find out what our business ammo was,”** said Keli Frentzos, marketing consultant for REDjuvenate. **“We had a product that we knew worked,** but we needed to create a brand for our business that communicated its potential to the public and positioned us as a company.”

The positioning was especially important, because while red light therapy isn't a new concept, it's far from mainstream. The therapy uses the power of red and near infrared light to heal the body, increase performance, and boost energy. It's most commonly used by professional athletes and doctors who treat cancer patients or those suffering with chronic pain.

Because REDjuvenate would be one of the first centers of its kind, it was essential to portray the business in a way that made it clear what red light therapy was as well as how it could benefit a wide range of people, not just serious athletes or hospital patients.



To add to the challenge, REDjuvenate was entering an already crowded wellness market, with plenty of spas, health centers, chiropractic offices, and massage therapists scattered throughout Pittsburgh. In order to succeed, they needed to stand out among these other businesses as well as provide a unique and fresh experience for their clientele.

REDjuvenate knew they needed a strategic partner to help them develop a brand that could deliver on all of these challenges and more, while also ensuring they were able to maintain their time frame and open their center on schedule.

## SOLUTION

# An all-in-one agency that creates memorable brands and powerful websites—the ideal foundation for a new business

The REDjuvenate team began their search for the right partner, and soon were receiving proposals from freelancers specializing in logos or website design. Keli decided to reach out to her friend, Rachel Gogos, to see if brandiD might be a fit.



“Rachel encouraged me to read about brandiD and see if they could help us.” Keli said. “She wasn’t pushy or salesy, which I liked.”

**“The more information I gathered on them, the more I realized it was a no-brainer to work with brandiD.** The amount of clients Rachel’s had and the number of projects she’s worked on, both locally and nationally, is unbelievable. I loved that brandiD is so established—it’s not a company that’s just starting out and trying to learn as they go.”

Keli said that reading about brandiD's vast experience, as well as looking through the many branding and website samples they have online, convinced the REDjuvenate team that brandiD was the agency for them. They loved that they could work with a company that handled every aspect of their branding, instead of hiring several contractors to provide various parts.

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**“We loved that this was an all-in-one shop,”** Keli said. “We knew we didn't want disjointed, piece-by-piece branding, so **going with a company that could deliver it all ensured we'd get the strong, cohesive presence we needed.**”

When the project started, Keli said she was amazed at how efficient the project was run, and how helpful the brandiD team was in keeping the process moving.

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**“The brandiD team is exceptional,”** Keli said. “The way they organized the project was really helpful, especially for a startup, where there are so many moving parts and communication among various people. Some of our founders are incredibly tight on time, but the brandiD team helped to manage everything. **They were on top of us—and we needed that. Without them, it would've been very hard for us to execute.**”

Keli said that brandiD's client management system, called Basecamp, served as the perfect tool to keep the various members of their team in the loop throughout the project.



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“It was a great fit with how we communicate as a team, which is through emails and texts,” Keli said. “We didn’t have to meet in-person and take time away from our families or our other work. **It kept us moving in the right direction, and it gave us the accountability and the structure we needed.**”

## RESULTS

**A memorable and cohesive brand + a gorgeous website, positioned for success and future growth**

REDjuvenerate’s project was extensive, including brand strategy, logo design, copywriting, website design and development, marketing collateral, social media strategy, public relations and even helping decorate their brick and mortar space.

When the work was complete, it was time for the REDjuvenerate team to take stock of their results—and how far they’d come. Their progress was impressive.

The REDjuvenate team was so happy with brandiD's work that they've hired them to handle their social media, public relations, and print collateral.

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“We chose to continue our relationship with brandiD because we wanted the strategy,” Keli said. **“We wanted to continue to create a cohesive brand, and one that has a compelling story.** Our social media is worthy of an investment because we need it to be consistent, high-quality, and in line with our brand. We don't just want our social media to fly by the seat of its pants; we want real followers. We want to create a message that people can grasp and buy into.”

Keli said the REDjuvenate team has already seen a nice return on the second phase of their project, as treatments have more than doubled since the launch of their first PR campaign. They're confident this is just the beginning of their continued success.

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**“We've had such a great relationship with brandiD,”** Keli said. “The first phase of our project exceeded our expectations, and we're excited to continue to build our business with their help.”

From startup to stand out, the future for REDjuvenate is looking bright.



# Ready to position your business for success?

Find out how we combine **strategy + branding**  
+ **website** creation to make it happen.

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