

A Before And After Case Study For

QRY

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ABOUT QRY

QRY (originally called Methods & Metrics) is a media buying agency for consumer brands based in New Jersey. Their proprietary test and learn methodology enables the agency to execute effective brand campaigns.

QRY combines data analytics, media experiments, and marketing strategies to help brands more effectively reach their most valuable consumers.

They are a global marketing agency that uses a test and learn methodology to help brands grow.

They have full-funnel marketing strategies that reach and engage consumers at scale. Iterative experimentation methodology ensures campaign success and helps measure framework that tracks the key results and brand impact.

QRY approached Chipper Creative in November 2020, to refresh their brand identity while continuing to emphasize their omni-channel media strategy that goes beyond digital channels and performance. Their methodology enables them to deliver actual insights and meaningful data.

Their target audience was

- i. Men and Women (35-60 years of age)
- ii. Senior Marketing Professionals at Consumer Product Brands
- iii. Consumer Product Brand Owners

QRY wanted their target audience to perceive them as

- i. Intelligent
- ii. Authoritative
- iii. Data-backed
- iv. Approachable
- v. Understandable
- vi. Results Oriented
- vii. Systematic
- viii. Innovative

They wanted to keep away from hyperbole, jargons and slangs. They approached campaigns like scientists and deeply valued innovation, simplicity, teamwork, efficiency and positivity. They strongly believed that Innovation without results is useless.

BRAND IDENTITY

LOGO DEVELOPMENT (BEFORE AND AFTER)



Original logo



QRY

New logo

BRAND IDENTITY EVOLUTION

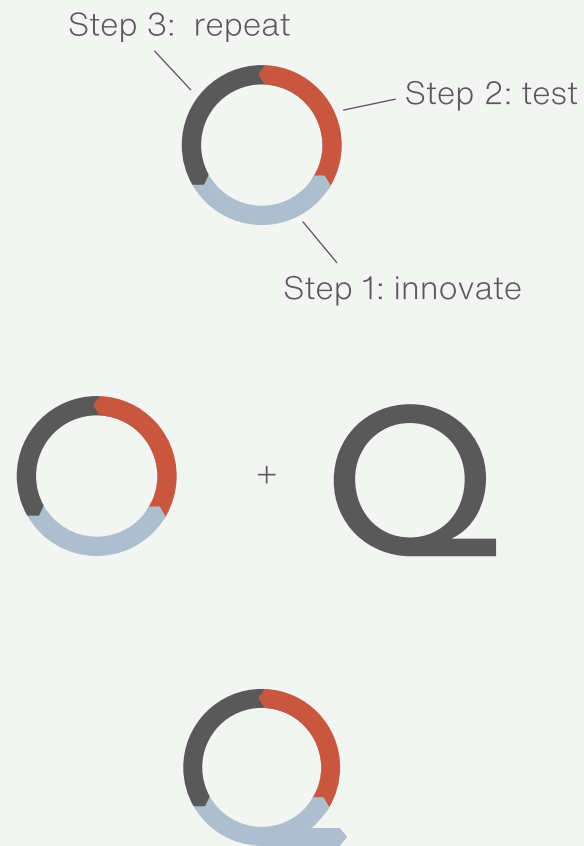
LOGO DEVELOPMENT (BEFORE AND AFTER)

CONCEPT: INNOVATE. TEST. REPEAT.

QRY uses a test and learn method to execute its campaigns. This logo uses the alphabet 'Q' to represent the Innovate, test and repeat methodology.

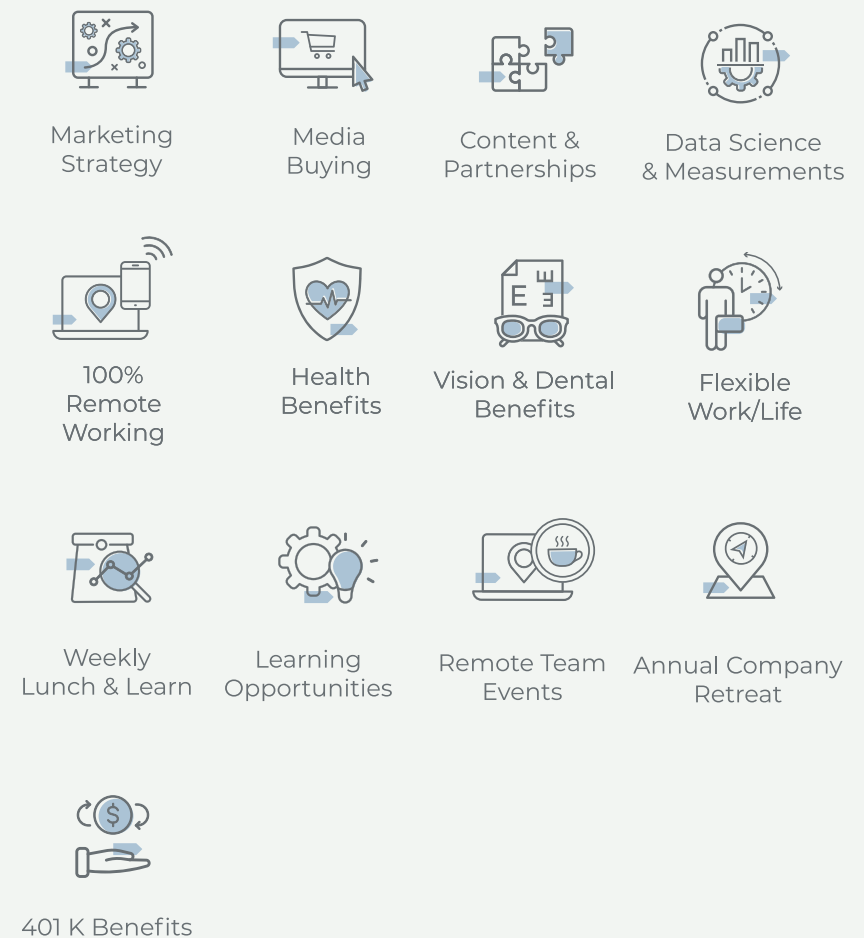
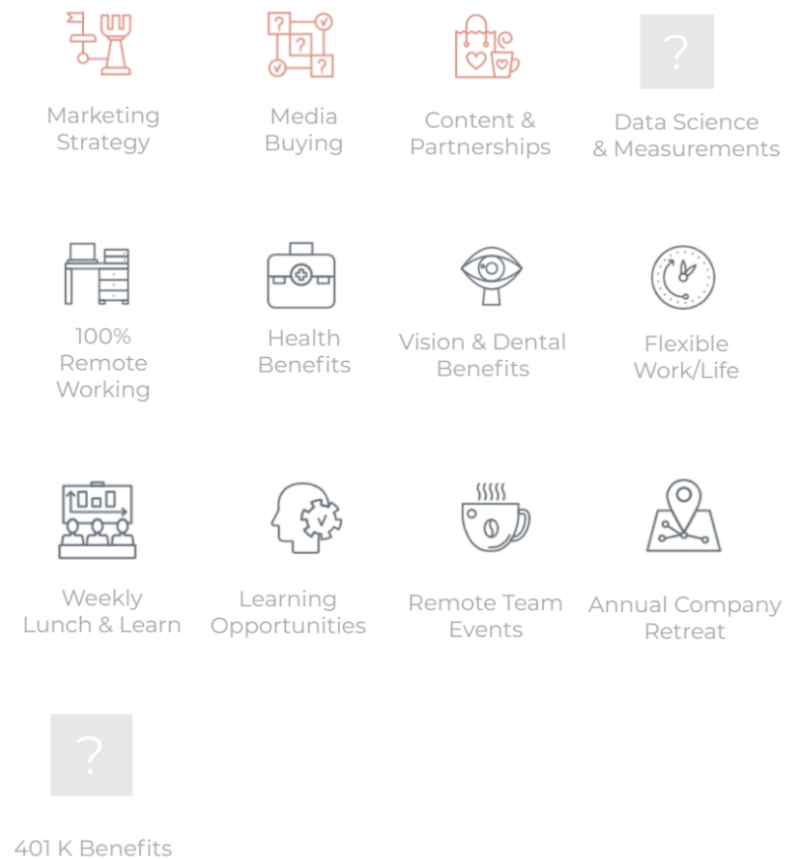


QRY



BRAND IDENTITY EVOLUTION

ICONOGRAPHY (BEFORE AND AFTER)



GOOGLE SLIDES DECK

CHANNEL OPTIMIZATIONS (V.3)

What was our strategy for making these key optimizations?

KEY OPTIMIZATIONS

1. Lorem Ipsum is simply dummy text of the printing and typesetting industry.
2. Lorem Ipsum is simply dummy text of the printing and typesetting industry.
3. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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TRANSITION SLIDE

QRY

CONFIDENTIAL

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MARKETING COLLATERAL

SWAG



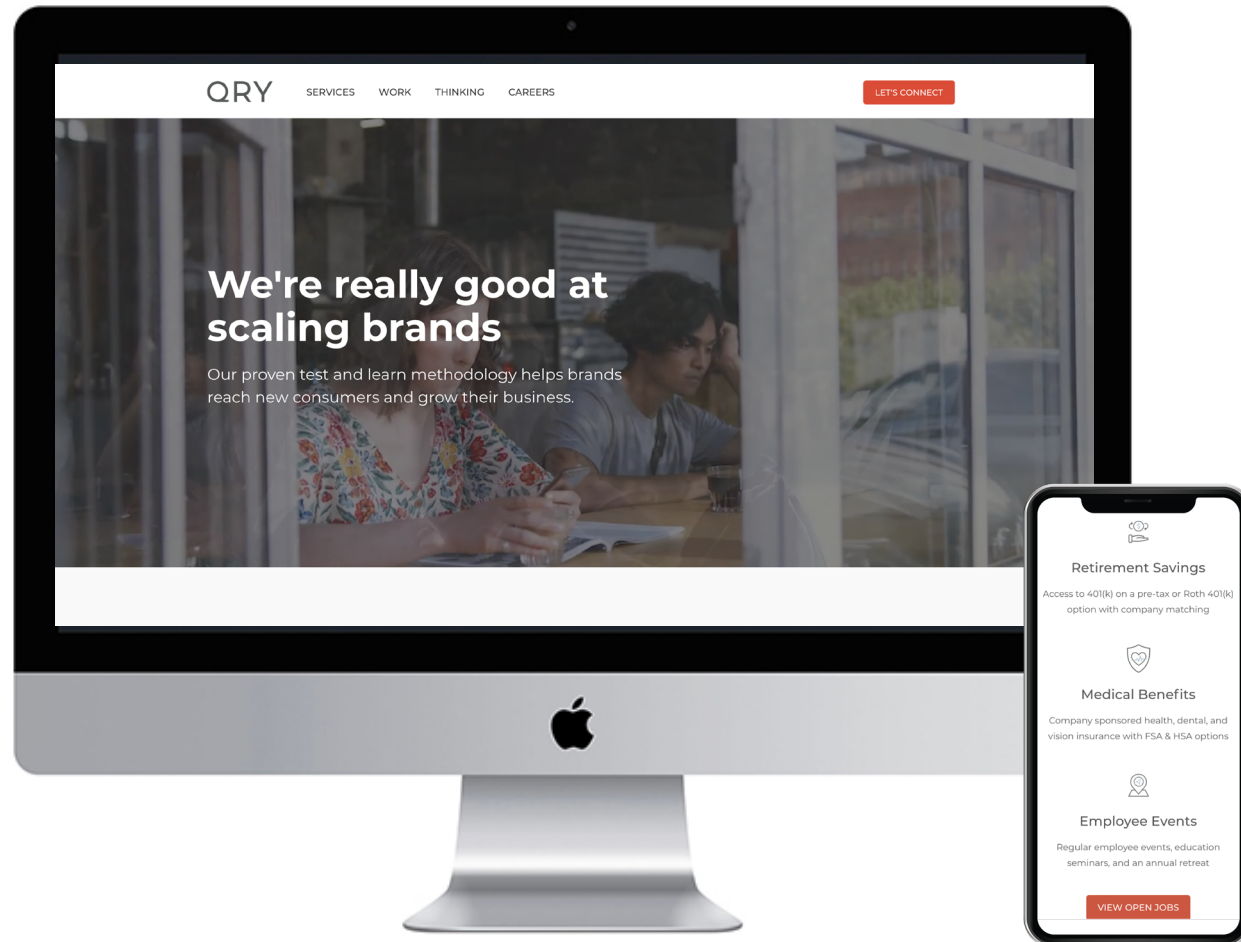
1. Mug
2. Water Bottle
3. Custom Tissue Paper

4. A Pen
5. Slim Soft Touch Journal

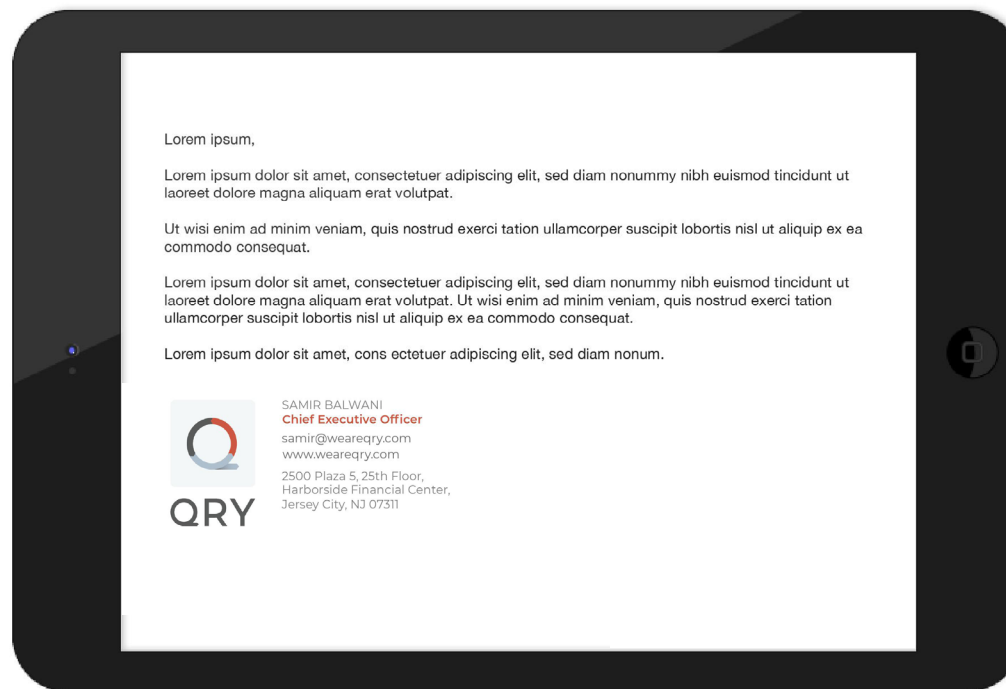
6. Die Cut Stickers - 6 square in
7. Custom Mailer Box with label

DIGITAL DEVELOPMENT

WEBSITE AND MOBILE



BRANDED EMAIL SIGNATURE



THANK YOU

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