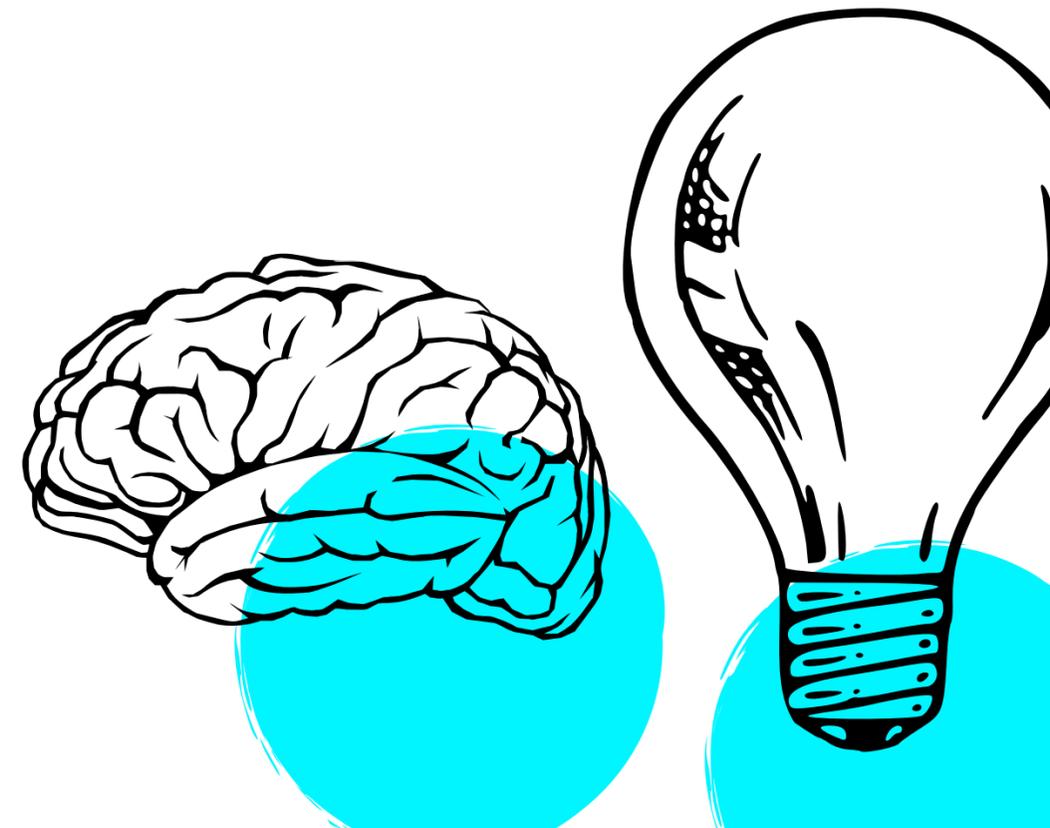
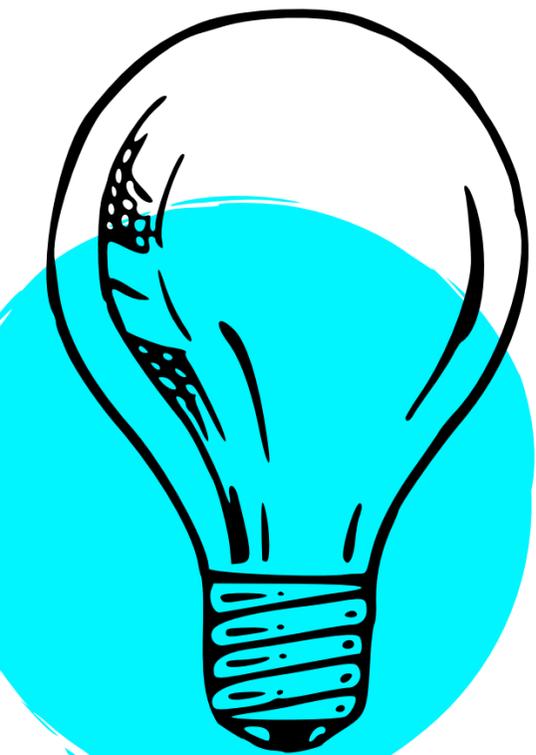
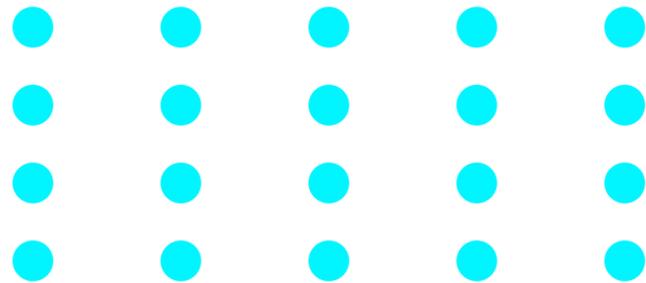


# Liberty General Insurance

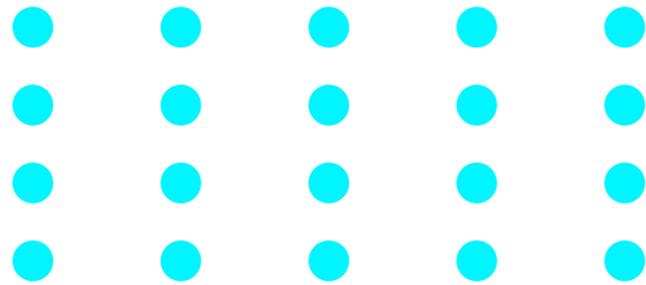
*Creating Innovative Calendars and Diaries*





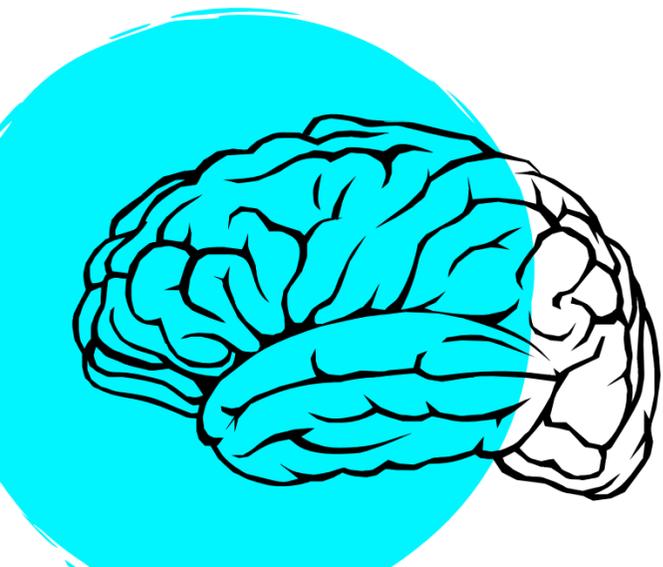
# INTRODUCTION

*In this case study, we will explore how Curate successfully tackled the challenge presented by Liberty General Insurance seeking innovative calendars and diaries. By understanding the client's objectives, developing creative solutions, and utilizing our expertise, we were able to deliver a unique product that exceeded expectations.*



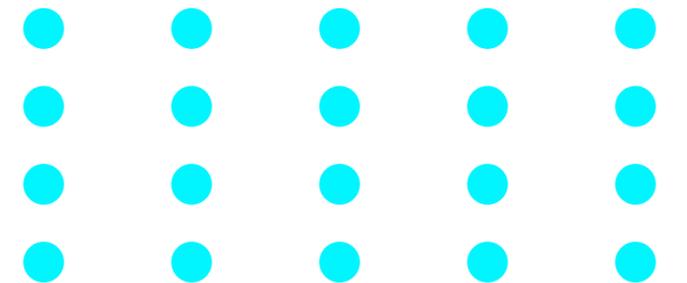
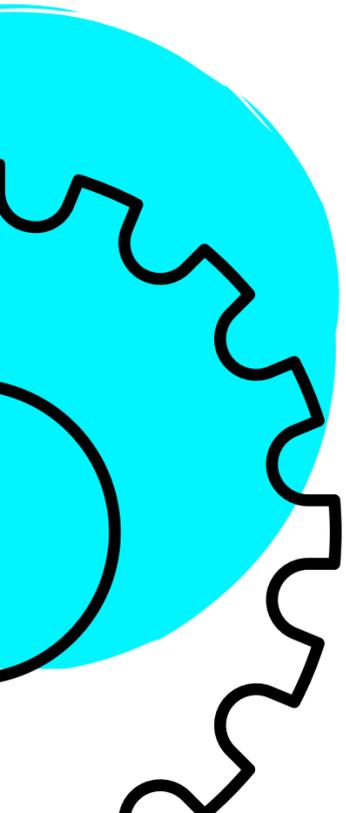
# PROBLEM STATEMENT

*During initial discussions with the client, we recognized that the insurance industry often relied on traditional designs for calendars and diaries. Our challenge was to break away from this conventional approach and develop a concept that would differentiate our client's promotional materials in a crowded market.*



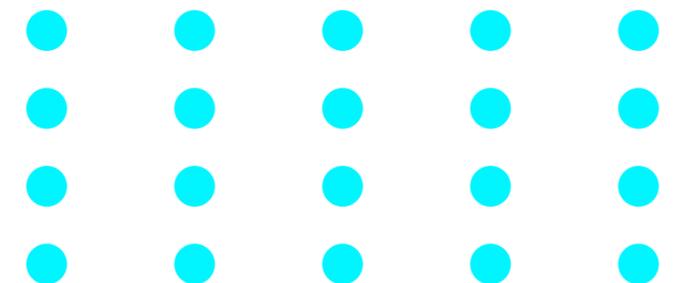
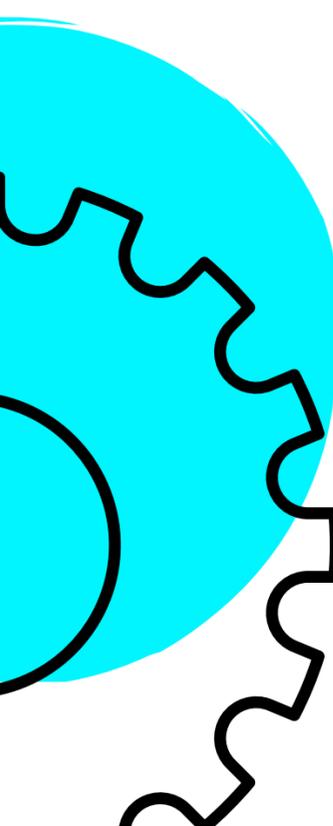
# OBJECTIVES

- *Innovative*
- *Clutter Breaking*
- *Cost Effective*



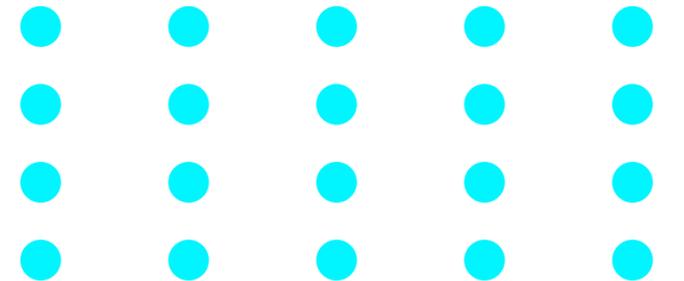
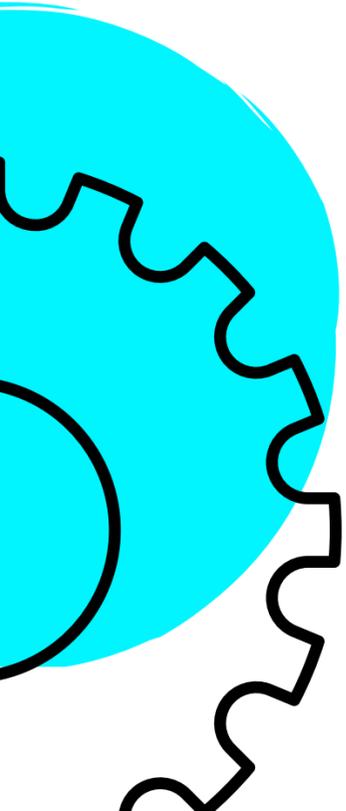
# CHALLENGES

*The insurance industry is known for its intense competition, making it crucial for our client to stand out amongst their competitors. Additionally, the challenge was to create calendars and diaries that not only fulfilled their functional purpose but also captured the essence of their brand*



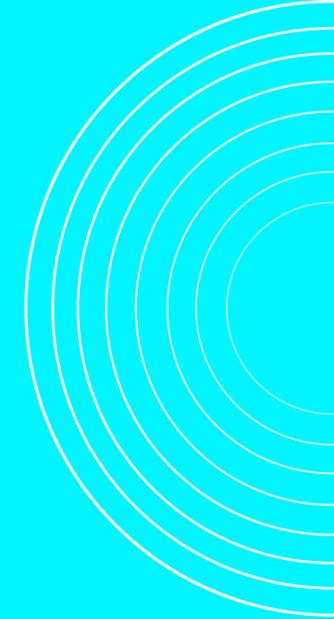
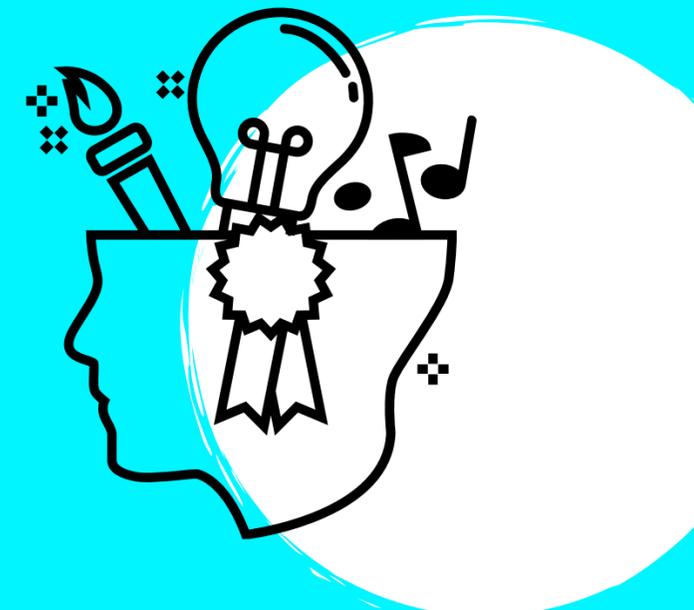
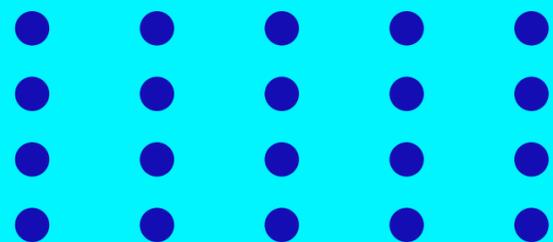
# SOLUTIONS

To address this problem, we proposed the idea of custom-designed calendars and diaries tailored specifically to our client's brand image. We believed that these practical items would serve as daily reminders of the insurance brand while offering value to their customers.



# WE COMBINED OUR EXPERTISE IN DESIGN, PRINTING, AND PROJECT MANAGEMENT TO DELIVER A SOLUTION THAT EXCEEDED THEIR EXPECTATIONS.

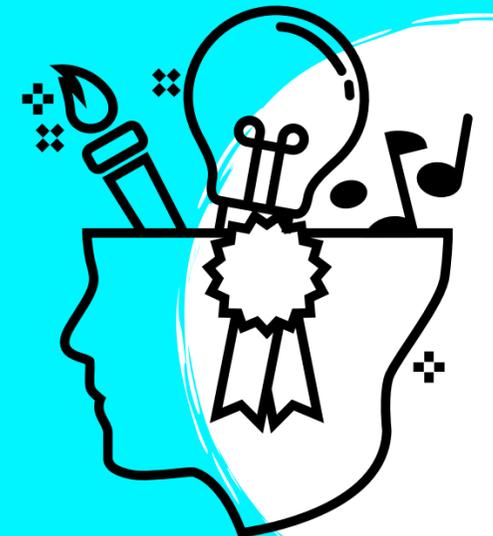
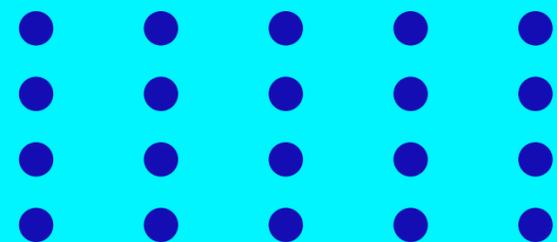
- 1. Conceptualization: We began by conducting in-depth research on the insurance industry, LGI Insurance's target audience, and emerging trends in calendar and diary designs. This allowed us to identify opportunities for innovation while keeping in mind the brand's core values.*
- 2. Creative Design: Our talented team of designers brainstormed ideas and presented multiple concepts to LGI. We emphasized the need for visually striking designs that conveyed the brand's trustworthiness and professionalism while incorporating unique elements.*



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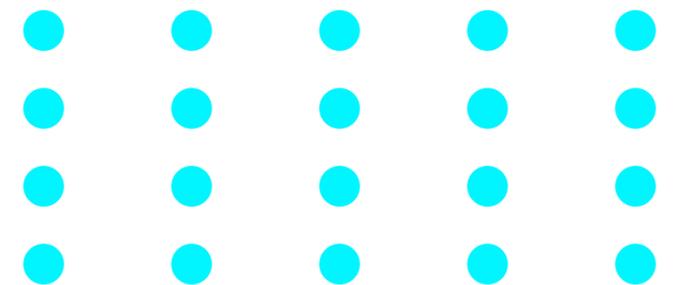
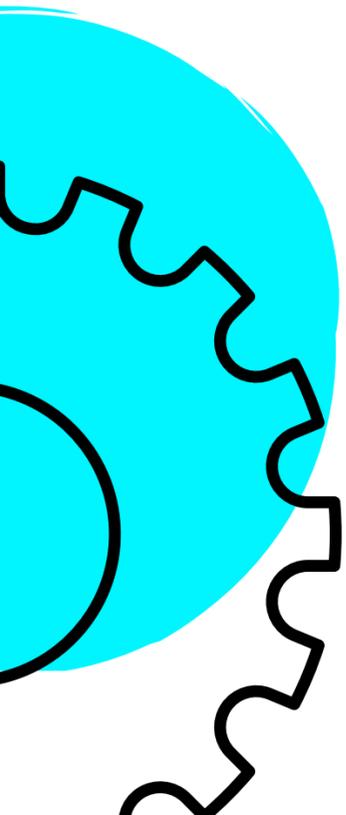
***3. Innovative Features:*** To make the calendars and diaries stand out, we proposed incorporating innovative features such as augmented reality (AR) technology. This allowed users to interact with the calendars using their smartphones, providing an engaging and interactive experience.

***4. Collaborative Iteration:*** Throughout the design process, we collaborated closely with LGI to gather feedback on the initial concepts. This iterative approach ensured that the final designs perfectly aligned with their vision while addressing all necessary functional requirements.



# IMPLEMENTATIONS

Once the designs were finalized, we utilized our state-of-the-art printing facilities and cutting-edge techniques to bring the calendars and diaries to life. We paid meticulous attention to detail, ensuring that the final products were of the highest quality, both in terms of design and functionality.



# RESULTS

*1. Enhanced Brand Image: The visually appealing design and premium quality of the calendars and diaries elevated the brand image, positioning our client as a company that values attention to detail and professionalism.*

*2. Increased Customer Engagement: The personalized touch in each calendar and diary sparked customer engagement, driving loyalty among existing customers*

