



**THE it CROWD**  
A FULL SERVICE MARKETING AGENCY

# CASE STUDY

## Expo Home Improvement

**Client Name:** Expo Home Improvement

**Industry:** Home Remodeling (Windows, Doors, Baths, Cabinets)

**Project Duration:** February 2025 – July 2025

**Services Provided:** Brand Messaging Development, Campaign Strategy, Print Advertising, Social Media Content, TV Commercial Scriptwriting, Website Promo Pop-Up & Exit Intent Copy, Design Templates (Social + Print)

## THE OBJECTIVES

**Objective 1:** Create a brand messaging framework that reflects Expo's heart and hustle.

**Objective 2:** Refresh ad campaigns across print, social, and TV with clearer, more compelling language.

**Objective 3:** Strengthen promotional content that drives action—without sounding salesy.

## THE CHALLENGE

Expo Home Improvement came to us with a strong reputation but a few key messaging challenges. Their offers were competitive, but their branding didn't reflect the warmth, clarity, or confidence they bring to every home they work on. Their visuals were inconsistent, and their ads didn't fully connect emotionally with Texas homeowners—especially in a market where remodeling companies are everywhere.

They needed messaging that made them stand out, not just blend in.

## APPROACH



### 1. Discovery and Analysis

- We kicked things off with a full team onboarding and audit of past campaigns.

- We reviewed transcripts, sales language, client testimonials, and real TV scripts.

- The insights were clear: Expo had the right offers, the right people, and the right quality—but the branding wasn't showing it.



### 2. Strategy & Development

- We developed two signature creative directions: Bold & Nameplay and Heartstrings.

- Each message direction was rooted in research on emotional appeal, trust-building, and campaign effectiveness in the home improvement industry.

- From here, we built messaging pillars to anchor every design, ad, and headline—from playful TV concepts to heartfelt print pieces.

# IMPLEMENTATION

## Brand Messaging

1

- We delivered a complete brand messaging deck tailored to Expo's tone: warm, confident, Texas-proud, and family-first.

- From taglines like "Your Home Shouldn't Fight You" to emotional hooks like "Built for Laughter. Soaked in Memories," we helped Expo own a voice that made sense for their audience.

- We also structured messaging to support seasonal campaigns and signature offers.

2

## Print Advertising

- Previous print ads felt generic and lacked emotional impact.

- We rewrote them with sharper, simpler language and stronger visuals.

- Multiple print ads were developed across both concepts:  
"Life Happens Here. Let's Make It Beautiful."  
"Skip the Drama. Save 50% on Installation."

- These ads were built to both connect emotionally and drive response.

3

## TV Commercial Scriptwriting

- We wrote five original commercial concepts: from "Renovation Survival" and "Duck HOA" to "Moments That Matter."

- These scripts were tailored for both humor and heart—designed to grab attention and stick in memory.

- All scripts highlighted real Expo services: windows, doors, baths, and cabinet refacing.

4

## Social Media Content

- We created static and promotional social content, including:

- Employee highlights ("Meet Alex")
- Testimonial templates
- Offer posts ("It's Always Worth It")
- Campaign previews for featured spaces

- Every piece followed a refreshed visual identity and new tone.

5

## Promo Pop-Up + Exit Intent Copy

- We wrote the website pop-up headline and timer CTA copy:  
"Make Your Dream Home Happen—For Half the Cost."

- Exit intent language was redesigned to feel clear, not desperate:  
"Wait, Before You Go... Still Thinking About Your Remodel?"

- These changes aligned with the brand's voice while keeping conversion top of mind.

# RESULTS

**Landing page conversions** from promo pop-up increased 42% after launch.  
**Ad recall improved**, with customers directly referencing "Your Home Shouldn't Fight You" in inbound calls.

**Social engagement** saw a 36% lift after visual refresh and new messaging tone.

**Sales team feedback** confirmed increased lead quality tied to refreshed brand language.

# LESSONS LEARNED

- Messaging only works when it feels real like something the team would actually say and the customer would trust. For Expo, that meant finding the balance between bold and relatable. We saw that emotional hooks only stick when they're backed by substance. A strong offer like 50% off doesn't land without the right tone, context, and voice.

- This project also reminded us that consistency across platforms matters. When the message feels aligned—on TV, print, or digital—people respond. What worked wasn't just a good headline. It was helping Expo sound like themselves, only stronger.