



SOUTH DAKOTA INDUSTRIES

Branding



THE CHALLENGE

South Dakota Industries (SDI) faced the hurdle of being headquartered in a small, Midwestern town while having the products and manufacturing services of a nationwide company. It was producing high-quality, SAE 304 stainless steel equipment but wanted to grow its audience beyond the Midwest, gaining more dealers on both the local and national scales. SDI also was not capitalizing on a niche market.



THE GOAL

Give SDI a new brand and a new voice that matches its high-quality products. Focus company priorities on a narrower scope of product lines to position SDI as a subject-matter expert in the marketplace.



THE IDEA

SDI received a total rebrand, including a website redesign; new tradeshow and dealer-promotion materials and a fresher, cleaner logo and style. The website redesign included implementation of 360-degree views of products, a dealer locator to ease the customers' abilities to purchase the products and enhanced product details to further establish a trusted advisor position for discerning consumers.

The logo was symbolic of the company's new area of focus, in which its leadership happened to have an extensive background – hog farming. The "Hog Tested. Farmer Approved." messaging drove a brand consultation in which SDI moved from being a company trying to be everything for everyone to owning its own position in the marketplace as an expert and leader.



VIEW RESULTS



SOUTH DAKOTA INDUSTRIES

Branding



THE RESULTS

Sales increased by **39%** since partnering with Epicosity



Signed 32% more dealers



Since rebranded website launched, more than 8,800 users created more than 12,000 sessions



Branding video won Telly Award



Website redesign won Addy Award



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

LET'S TALK!

300 N. Main Avenue | Sioux Falls, SD 57104
Phone: 605.275.3742 | Email: info@epicosity.com