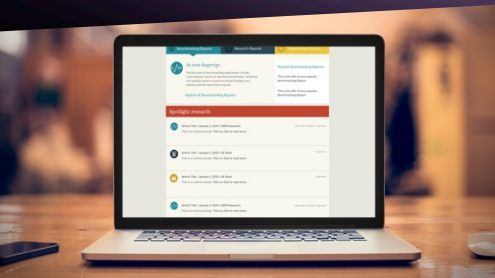


# CAPS Research

Brand identity, revitalized digital presence



## EXPERTISE PROVIDED

### Design

- Web design
- UX design
- UI design
- Interaction design
- User testing
- Corporate Identity

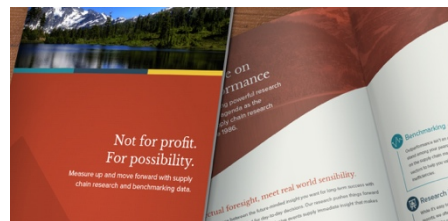
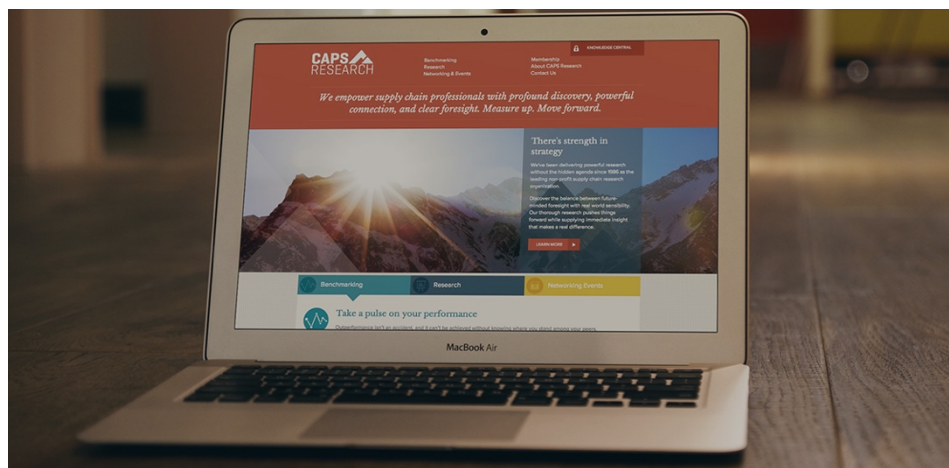
### Development

- Web development
- WordPress development

### Content

- Content strategy
- Content creation
- Information architecture
- Content migration
- Copywriting

CAPS Research, the premier non-profit organization dedicated to supply chain management research and education, engaged Crowd Favorite to build a stronger brand identity and digital presence.



## Challenge

CAPS Research's aging brand identity and outdated digital presence didn't accurately reflect the organization's longstanding reputation for providing thorough, unbiased research and resources to some of the world's largest companies.

## Solution

Relying on insights gleaned from customer and employee interviews, Crowd Favorite crafted a brand identity rooted in CAPS Research's mission and values, then brought the brand to life through a new website, key messaging, and sales and training materials.

*"You've gone above and beyond, and are a phenomenal group of designers. You've earned my respect, my admiration, and my friendship."*

-Geoff Zwemke, Director of Marketing