Crowd Favorite

CAPS Research

Brand identity, revitalized digital presence

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CAPS Research's aging brand identity and outdated digital presence didn't accurately reflect the organization's longstanding reputation for providing thorough, unbiased research and resources to some of the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

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

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

