



LOUDR.

A BOTTOM LINE AGENCY



CASE STUDIES



NATIONAL RARITIES

CASE STUDY

ABOUT NR

National Rarities is a trusted gold and estate buying service committed to creating a low pressure, hassle-free environment to buy, sell, or trade valuables.

CHALLENGES

- Overlooked by luxury retailers (B2B)
- Lacking growth into new markets
- Struggling to stand out as the leading estate buying service
- Trouble establishing authority
- Outdated messaging

GOALS

- Boost brand awareness
- Increase event traffic
- Sharpen brand messaging
- Optimise entry points
- Create new entry points
- Establish new partnerships

SOLUTION

Overhaul the National Rarities brand with a unique approach that blends elements of a rebrand and a brand refresh. This *"Honor the Past, Embrace the Future"* strategy includes everything in a complete rebrand minus the name change: visual identity, messaging, brand usage, website, social media creative, strategy, and more. Additionally, creative partnered with other departments to develop data-backed unique avatars for strategically targeted verticals.



BEFORE

NATIONAL RARITIES



TRUSTED ESTATE BUYERS

SANBORN'S

THE JEWELER YOUR FRIENDS RECOMMEND

BUYING EVENT

June 5th - June 7th

821 W. Broadway Ave., Madison, WI 53701
10 AM - 5:30 PM Monday & Tuesday
10 AM - 5 PM Wednesday
For directions please call: 231.753.2044

Call buyer for item related questions and insurance appointment: 888.787.812

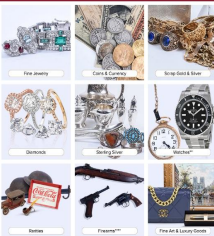
Immediate Payment!

*National Rarities will handle any insurance costs.

Receive 20% Bonus

when traded for store credit.

We Buy Gold, Silver, Diamonds & More!



Sell Your Mementos. Keep the Memories!

Fine Jewelry	Any Age & Any Style Designer Handbags (Chanel, Fendi, Gucci, Hermes, Louis Vuitton, Prada, etc.) Designer Jewelry
Diamonds	Loose & Mounted Broken or Damaged Jewelry Any Size, Color, Styles
Coins & Currency	Gold & Silver Coins Bullion & Bars Old Paper Money Coin Collections
Silver Gold & Silver	Platinum & Silver Pieces Jewelry (Tiaras, Southwestern, etc.) Candlesticks & Candelabras
Watches	Wrist Watches & Pocket Watches Any Size, Color, Styles Any Condition

Learn More

5.0 ★★★★★



*National Rarities will provide a free evaluation, but is not obligated to purchase your items. Offer must be in writing and current. **We are not an authorized Rolex dealer nor are we affiliated or endorsed by Rolex, Rolex USA, or any of its subsidiaries. ***Some exclusions apply, see store for details. ****Insurance by agreement only.

CORNELIS HOLLANDER

3 DAYS ONLY

BUYING EVENT

January 3rd - January 5th

4151 N. MARSHALL WAY, SCOTTSDALE AZ 85251

10 AM - 5:30 PM TUESDAY - THURSDAY

For directions please call: (480) 485-2487

Call buyer for item related questions: (888) 787-8112

30% BONUS

for your trade when taken as store credit.

Sell Your Mementos. Keep the Memories.



DO YOU HAVE ITEMS GATHERING DUST?

IMMEDIATE PAYMENT

No Appointment Necessary Unless Selling Firearms***

FINE JEWELRY

- Any Age & Any Style
- Gold, Silver & Platinum Jewelry
- Broken or Damaged Jewelry
- Designer Jewelry

DIAMONDS

- Loose & Mounted
- Diamond
- Any Size, Color, Styles

RARITIES

- Military Memorabilia (Uniforms, Daggers, Swords, etc.)
- Pre-1950 Advertising & Toys
- Pipes (Ashton, Dunhill, Savinelli, etc.)
- Old Photos & Autographs (Fringes, etc.)

COINS & CURRENCY

- Gold & Silver Coins
- Bullion & Bars
- Old Paper Money
- Coin Collections

WATCHES

- Wrist Watches & Pocket Watches (Rolex, Breitling, Patek, Omega, Eigh, Waltham, Illinois, Hamilton, etc.)
- Any Condition

FINE ART & LUXURY GOODS

- Original Art By Known Artists
- Designer Handbags (Chanel, Fendi, Gucci, Hermes, Louis Vuitton, Prada, etc.)
- Press Memorabilia, Monograms, etc.)

We do not buy china or glassware



LEARN MORE



*National Rarities will provide a free evaluation, but is not obligated to purchase your items. Offer must be in writing and current. **We are not an authorized Rolex dealer nor are we affiliated or endorsed by Rolex, Rolex USA, or any of its subsidiaries. ***Some exclusions apply, see store for details. ****Insurance by agreement only.

BUYING EVENT

3 DAYS ONLY

TUESDAY	WEDNESDAY	THURSDAY
9 AM - 5 PM	9 AM - 5 PM	9 AM - 5 PM

607 E. Lincoln Ave., Myerstown, PA 17067
For directions call: (717) 866-4274
Call buyer for item related questions: (888) 787-8112
No appointment necessary

We Buy Gold, Silver, Diamonds and More!



Immediate Payment!

National Rarities will match any competitor's offer.

Let Our Trusted Estate Buyers Help You Sell Your Valuables for Top Dollar!

FINE JEWELRY

- Any Age & Any Style
- Gold, Silver & Platinum Jewelry
- Broken or Damaged Jewelry
- Designer Jewelry

DIAMONDS

- Loose & Mounted
- Diamond
- Any Size, Color, Styles

COINS & CURRENCY

- Gold & Silver Coins
- Bullion & Bars
- Old Paper Money
- Coin Collections

STERLING SILVER

- Flatware & Serving Pieces
- Jewelry (Tiaras, Southwestern, etc.)
- Candlesticks & Candelabras

No need to polish. No silver plate.

WATCHES

- Wrist Watches & Pocket Watches (Rolex, Breitling, Patek, Omega, Eigh, Waltham, Illinois, Hamilton, etc.)
- Any Condition

SCRAP GOLD & SILVER

- Gold, Silver & Platinum
- Dental Gold
- Old Mountings
- Class Rings & Fraternal Pins

RARITIES

- Military Memorabilia (Uniforms, Daggers, Swords, etc.)
- Pre-1950 Advertising & Toys
- Pipes (Ashton, Dunhill, Savinelli, etc.)
- Old Photos & Autographs (Fringes, etc.)

FINE ART & LUXURY GOODS

- Original Art By Known Artists
- Designer Handbags (Chanel, Fendi, Gucci, Hermes, Louis Vuitton, Prada, etc.)
- Press Memorabilia, Monograms, etc.)

We do not buy china or glassware.



3 DAYS ONLY

BUYING EVENT

NOVEMBER 28TH - NOVEMBER 30TH

Sell Your Momentos. Keep the Memories.



20% BONUS

For your trade when taken as store credit.

LEARN MORE

5.0 ★★★★★
with over 300 Google Reviews

NATIONAL RARITIES
TRUSTED ESTATE BUYERS

*National Rarities will provide a free evaluation, but is not obligated to purchase your items. Offer must be in writing and current. **We are not an authorized Rolex dealer nor are we affiliated or endorsed by Rolex, Rolex USA, or any of its subsidiaries. ***Some exclusions apply, see store for details. ****Insurance by agreement only.



AFTER

PRIMARY LOGO



NATIONAL RARITIES

TRUSTED ESTATE BUYERS

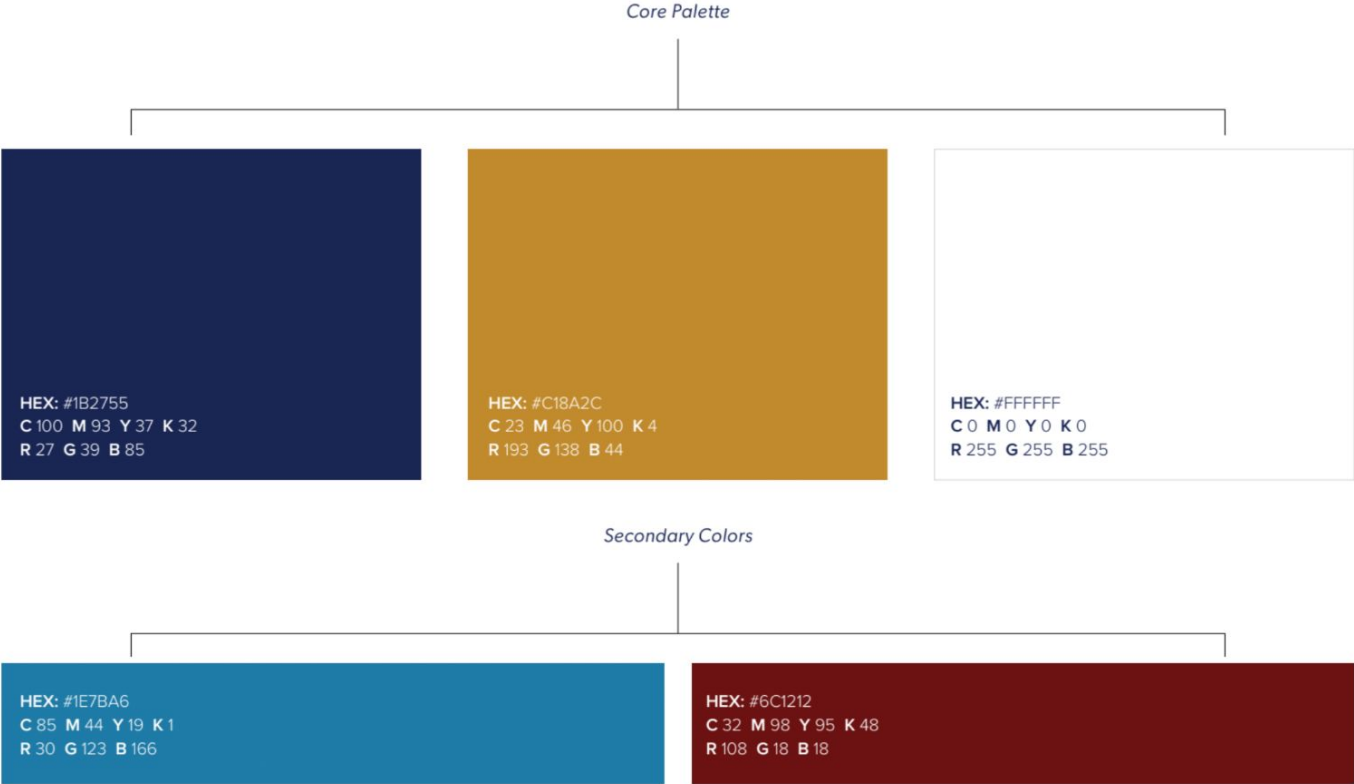
ICONOGRAPHY

Tertiary icon.


*This icon should not be used on marketing materials until the brand becomes more established and recognizable.
Must accompany the full National Rarities name/logo.*



COLOR PALETTE




GRAPHIC ROLLOUT



BUY & SELL EVENT

WITH NATIONAL RARITIES JUNE 30TH | XXPM-XXPM



**SELL YOUR MEMENTOS,
KEEP THE MEMORIES!**

National Rarities will appear in store for one day only to evaluate your jewelry, firearms, timepieces and other rarities. Receive immediate payment when you sell your collection for the best possible price, and enjoy a 20% bonus when you trade for store credit.

For a full list of sellables, visit nationalrarities.com.

No appointment necessary unless selling firearms.

[LEARN MORE](#)



BUY & SELL EVENT

WITH NATIONAL RARITIES JUNE 30TH | XXPM-XXPM



**SELL YOUR MEMENTOS,
KEEP THE MEMORIES!**

National Rarities will appear in store for one day only to evaluate your jewelry, firearms, timepieces and other rarities. Receive immediate payment when you sell your collection for the best possible price, and enjoy a 20% bonus when you trade for store credit.

For a full list of sellables, visit nationalrarities.com.

No appointment necessary unless selling firearms.

[LEARN MORE](#)

BRANDED PHOTOGRAPHY





The Matriarch

70-80-year-old woman
Middle class
In-store shopper



The Successor

50-69-year-old woman
Middle Class
In-store shopper



The Beneficiary

Divorcee with children
Getting an inheritance
In-store shopper



The Collector

60-80-year-old man or woman
Frequents estate sales
In-store shopper



The Casual Seller

30-49-year-old woman,
Prominent on social media
Online shopper

RESULTS

KEY ACHIEVEMENTS

Q4 2023 (BEFORE REBRAND) VS. Q1 2024 (AFTER REBRAND)



FOOT TRAFFIC
PER EVENT UP

22%




REVENUE GROWTH
PER EVENT UP

50%



ORGANIC
IMPRESSIONS UP

322.7%



“Loudr's exceptional work on the **National Rarities** rebrand has yielded impressive results. Since the refresh, we've seen an increase in foot traffic, which has directly contributed to 50% revenue growth per event. The enhanced social media engagement has further elevated our brand's presence and connected us with a broader audience. Overall, we are incredibly impressed with Loudr's creativity, execution and their efforts have exceeded our expectations.”

— **Justin VanMatre**
Chief Revenue Officer
National Rarities



CASE STUDY

ABOUT BUD'S

Bud's Chicken & Seafood is a family-owned and operated, multi-location take-out restaurant chain located throughout South Florida.

CHALLENGES

- Bringing the Bud's brand into the 21st century
- Managing loyal customer expectations
- Balancing tradition with new brand identity
- Ensuring consistency across all locations and channels
- Competing with larger take-out brands

GOALS

- Give Bud's a new and improved look
- Stay recognizable
- Update marketing materials, uniforms, and digital assets across all locations and channels
- Get loyal customers excited about the new and improved brand while attracting new customers
- Expand awareness

SOLUTION

Execute a full brand refresh that utilizes elements of the original creative, reimagined with a modern twist. Updates include: brand identity and introduction of new evergreen "Excite Your Senses" campaign that taps into, and expands upon, the viral ASMR trend with the goal of attracting organic attention.



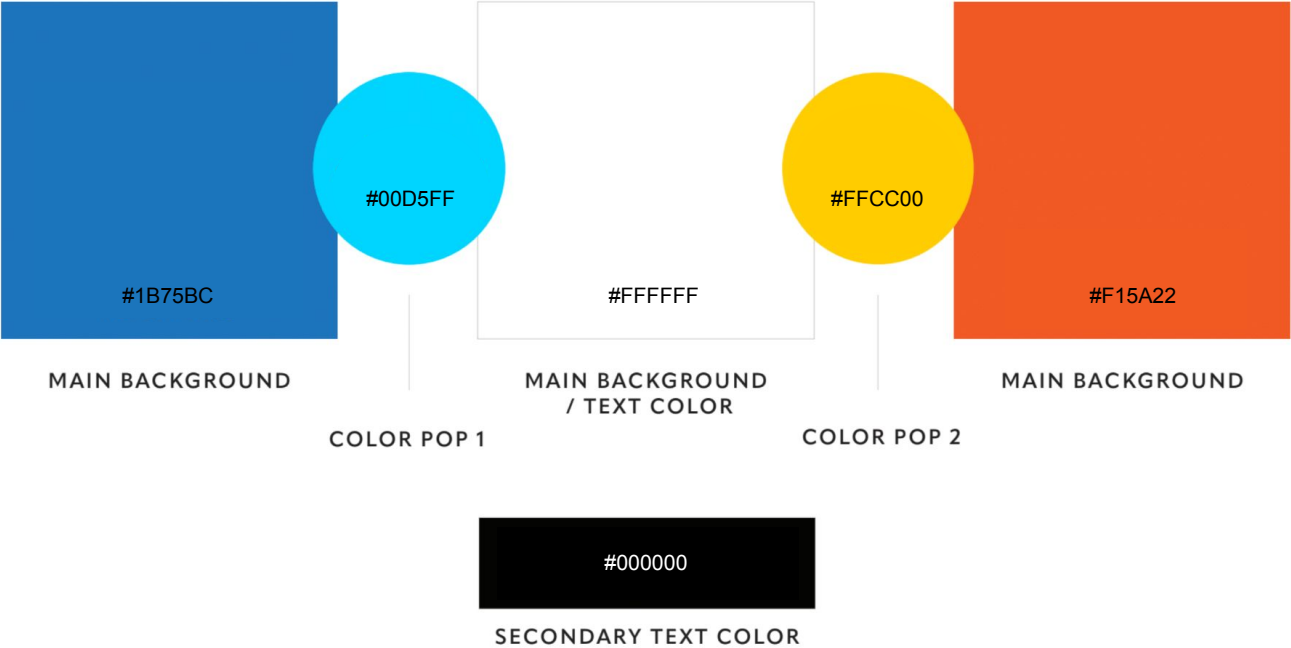
BEFORE





AFTER

COLOR PALETTE



BRAND ACTIVATION



GRAPHIC ROLLOUT

DRIVE THRU POSTER



EMAIL



PAID SOCIAL



GREEN ACRES SIGN



DIGITAL MENU SIGN



PACKAGING





CAMPAIGN VIDEO (CLICK TO PLAY)

CE

RESULTS

KEY ACHIEVEMENTS

Q4 2023 (BEFORE REBRAND) VS. Q1 2024 (AFTER REBRAND)



ORGANIC
IMPRESSIONS UP

309.2%



ORGANIC
ENGAGEMENTS UP

143.3%



ATTRACTING
CELEBRITY DROP-INS

**NATIONWIDE
COVERAGE**

The background is a solid orange color with a repeating pattern of white line-art illustrations. The illustrations include tropical elements like palm trees, seashells, and birds, as well as food-related items like chickens and fish. There are also hand-drawn style elements like a peace sign, a thumbs up, and a bus. The pattern is dense and covers the entire background.

“We love working with the Loudr Team! Loudr has done an outstanding job listening to our feedback to improve our creative. We now have materials that catch our customers’ attention at the point of ordering. From uniform redesign to website refresh, they have become an extension of the **Bud’s** Team...hands down the best in the business.”

— **Phillip Brinkman**
Director of Marketing
Bud’s Chicken & Seafood



BENARI

JEWELERS

CASE STUDY

ABOUT BENARI

Benari Jewelers is a renowned, luxury jewelry brand and Rolex retailer with multiple locations throughout Pennsylvania.

CHALLENGES

- Difficulty attracting younger shoppers without alienating loyal customer base
- Fashion jewelry sales plateaued
- Worries over maintaining luxury experience
- Cannot decide on what to do with traditional *"Benari Yellow"*

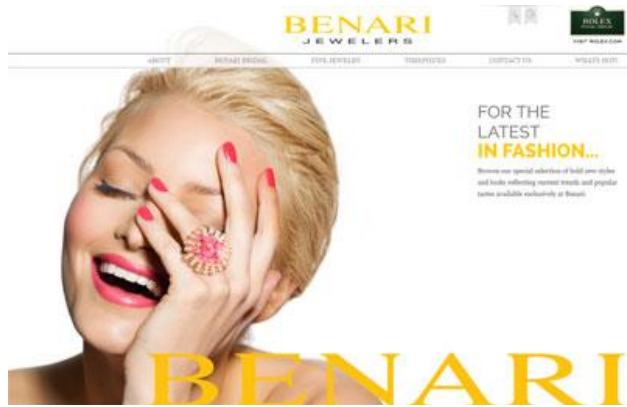
GOALS

- Update brand without losing essence of brand legacy
- Introduce new color that pleases old and new customers alike
- Create a unique campaign appealing to a new, fashion-oriented audience
- Update design and ambience to match in-store luxury experience

SOLUTION

Refresh the Benari brand by introducing new *"Benari Gold"* color, new textures, patterns, packaging, icon, and refreshed identity that is both recognizable to loyal customers and appealing to a younger, fashion-oriented audience, encapsulated in their first ever integrated campaign, *"PURE,"* with targeted verticals: *PURE GOLD, PURE DIAMONDS, and PURE LUXURY.*

BEFORE





AFTER

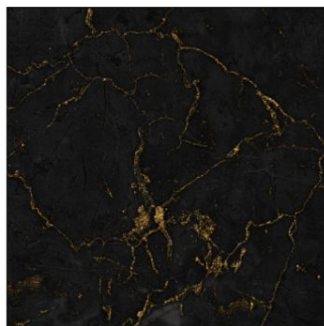
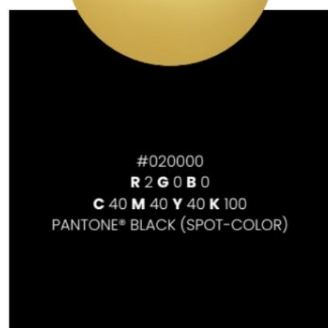
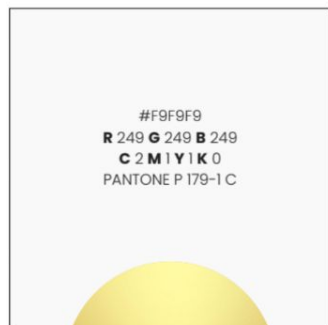
PRIMARY LOGO

BENARI
JEWELERS

BENARI
JEWELERS



COLOR PALETTE, TEXTURES & PATTERNS



UPDATED STOREFRONTS



PACKAGING




CAMPAIGN PHOTOGRAPHY



CAMPAIGN VIDEO (CLICK TO PLAY)



RESULTS



“We are BLOWN AWAY!... [Loudr] puts so much love into our brand every day and we are so lucky to have [them] to support us.”

— **Abbie Dischert**
Content Creator & Merchandiser
Benari Jewelers

“Kudos to [The Loudr] team for really going above and beyond.”

— **Jenna McIver**
Director of Marketing & Operations
Benari Jewelers



LET'S GET LOUDR.

GUS GARCIA
CHIEF GROWTH OFFICER
GUS@LOUDR.AGENCY
(305) 993-9688

ASHLEIGH LYNN
CHIEF OPERATIONS OFFICER
ASHLEIGH@LOUDR.AGENCY
(561) 318-9851

DEWEY TAYLOR
CREATIVE DIRECTOR
DEWEY@LOUDR.AGENCY
(424) 402-9602

LOUDR.AGENCY