

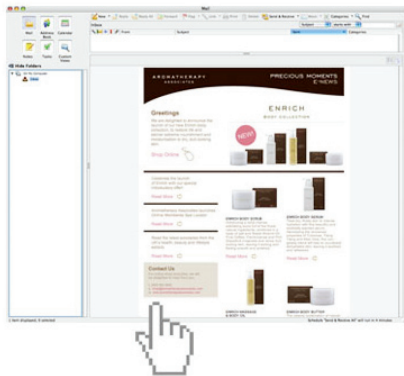


Pomegranate sets the mood!

Website
Brand Development
CRM
Advertising
Direct Mail

Established in 1985 Aromatherapy Associates products are now sold in over 30 countries worldwide at exclusive hotels, spas and retail outlets.





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The Brief:
Pomegranate was asked to strengthen Aromatherapy Associates online presence by designing and developing a retail website targeting both their professional partners and consumers. The site needed to confirm and enhance their position as the creator of distinctive, sophisticated and natural products.



The Solution:
Pomegranate began by conducting extensive research including focus groups and key person interviews. The aim was to develop a clean, easy to navigate site that still felt luxurious and sophisticated, whilst reflecting the natural origins and essence of the products. It was vital that consumers were able to enjoy an online shopping experience that is both simple and experiential.

Simultaneously, professional partners are able to log in to a secure area in order to access in-depth product and promotional information.

To publicise and promote the launch of the website, Pomegranate developed an illustration style to enhance the correct portrayal of the brand values.

Subtle and simple, the illustrations depict a calm, precious interaction between a consumer and the product.

From online to off line, Pomegranate has been involved in bringing the Aromatherapy Associates brand to life.



Brand creation



Online



Direct mail



Advertising



CRM



Exhibition

Pomegranate group
Building Confident Brands



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The Results:

“The Pomegranate team has consistently delivered on time, effortlessly accommodating our deadlines and needs.”

Michelle Matthews
Marketing Executive

The Future:

Using our integrated approach, Pomegranate has been able to offer Aromatherapy Associates a powerful combination of digital, print and reporting techniques for direct mail campaigns and other targeted communications.

At Pomegranate we are always innovating and, alongside Aromatherapy Associates, we will continue to develop new techniques to promote their product ranges to an ever-increasing audience.



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