

Intrinsic Designs

“Licensing exposed us to an international audience, but not a relationship to those customers, which goes against the Intrinsic brand. We wanted to be in touch with our market.”

Adele Basheer



The Business

Adele and Jamie Basheer started Intrinsic Designs in 1996 starting with inspirational greeting cards. The first 20,000 were handmade at their kitchen table! The couple took their wares to a trade fair and overnight the business doubled. They went to London to explore licensing opportunities and a meeting with a publisher secured a licensing agreement with Intrinsic in 1999. Intrinsic’s product group, which began with 12 hand-crafted cards, grew to more than 100 greeting cards and 150 pieces of stationery now distributed internationally

The Challenge

In 1999 websites were becoming popular. Interest in Intrinsic was growing, with people registering through an existing ‘online form’. Still, there was a gap between the business and the market. Ahead of the game for that time, the Basheers wanted online dialogue with their customers and needed to express succinctly what they wanted from a website, in a framework an outsider could interpret and develop. They needed to clarify their business brand and product to connect with the market.

The Solution

Through a series of meetings, Martin worked with Adele and Jamie through strategic planning process on their business vision and goals. Then, they developed a creative brief for the web developer where the website— a tool to communicate their vision— came alive with Intrinsic Design’s core message about who they are and what they do. By drawing out Adele and Jamie’s passion for their business, their values and the business potential and writing it in a way that could be interpreted through web design, it enabled the web to not only communicate brand, but build customer loyalty and drive sales.

The Impact

The website now gets 20,000 unique visitors each month and have over 4000 subscribers to their newsletter. Brand awareness has grown internationally and the Basheers are planning further expansion. The marketing strategy has been about building customer relationships internationally. “By meeting with Martin and being clear before we developed the site, we saved a lot of money in the long run,” said Adele.

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