

## SITUTATION

**About Fides:** Fides North America breeds and sells high-quality flowers. Fides hired I Imagine Studio to develop awareness of their new Dahlia brand, "Dahlinova." IIS designed a number of effective marketing elements, including:

- Logo Design
- Website Concept Design
- Animated Web Banners
- Print Marketing Materials

## IMPLEMENTATION

**Logo Design:** I Imagine Studio created logos for the Dahlinova Grandesse and Hypnotica varieties.

**Website Concept Design:** IIS produced several website concepts for the Dahlinova site. The concepts include:

- Site architecture
- Image and color themes
- Navigational elements

**Animated Web Banners:** IIS designed both horizontal and vertical animated banner ads for Dahlinova Hypnotica. The banners emphasize the appearance and color of the new brand.

**Print Marketing:** I Imagine Studio developed print leaflet and banner designs featuring the Dahlinova brand for use at industry events, such as the Pack Trials. The materials describe and illustrate the unique features of the brand.

## RESULTS

Open, flexible communication between I Imagine Studio and Fides allowed I Imagine Studio to execute all of Fides' marketing materials within a compressed timeframe.

Through I Imagine Studio's designs, Fides has achieved a striking, attractive brand design for its Dahlinova Hypnotica series that is clear and consistent across many forms of media.





**Dahlinova**  
**hypnotica**

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### what's in a name?

Dahlinova hypnotica is a name that is as beautiful as the flowers it represents. Since these dahlias have been bred by the most talented gardeners in the world, it's no wonder they are so popular.

At Dahlinova, we have a wide range of dahlias to suit every garden. From the classic double dahlias to the more modern, single-flowered varieties, we have it all. And our dahlias are available in a variety of colors, from the most vibrant to the most subtle.

It's no wonder that dahlias are so popular. They are a beautiful and versatile flower that can be grown in a variety of settings. Whether you're looking for a centerpiece for your garden or a flower to brighten up your home, dahlias are the perfect choice.

Let yourself be hypnotized.

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**Dahlinova**  
**hypnotica**

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### product range

**PRODUCT 1** - Description of the first product in the range, including its name, color, and availability.

**PRODUCT 2** - Description of the second product in the range, including its name, color, and availability.

**PRODUCT 3** - Description of the third product in the range, including its name, color, and availability.

**PRODUCT 4** - Description of the fourth product in the range, including its name, color, and availability.

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