



FLUID

CASE STUDY

OPPORTUNITY

In January 2012, Fluid was a small creative boutique with fewer than 10 employees. We saw an opportunity to grow and fill a wider variety of customer needs by expanding our service offerings and bringing on top creative and digital talent.

STRATEGY

- We dramatically expanded service offerings in a way that directly impacted the revenue growth of our clients, adding ever-growing web development and digital marketing services. We adopted a carefully structured business plan, designing with the end and the growth of the client in mind.

RESULTS

Since 2012, our revenue has tripled. We have over four times the number of employees we had in 2012. Our average client size has multiplied by 10, as we manage some of the largest and most well-recognized brands in the region:

- State of Utah
- Governor's Office of Economic Development
- MityLite
- Ed Kenley Ford
- Utah College of Applied Technology
- Landesk
- MarketStar
- HP
- Blackberry
- Creamies
- Radisson Hotel
- Merit Medical
- University Federal Credit Union
- Performant Corp

We've also become the most awarded agency in the region over the past three years:

- Featured in Communication Arts Design Annual, Graphis Poster Annual and Lürzer's Archive magazine
- Appeared on online exhibit of Communication Arts twice in one week
- Won more awards than any other agency (five Gold and two Silver) at the Regional District 12 American Advertising Awards (ADDYs)
- Took two Gold and two Silver National ADDYs

