

## CASE STUDY

# Rebranding contributes to explosive growth—big smiles all around



**Client:** Bigmouth Inc  
**Business Type:** Novelty/Gift  
**Scope of Work:** Strategy & Rebranding, Packaging, Style Guide, Website  
**Project Timeline:** 4 months

To pivot from wholesale to retail customers, it is essential to have a brand that can stand out on shelf and deliver a cohesive story.

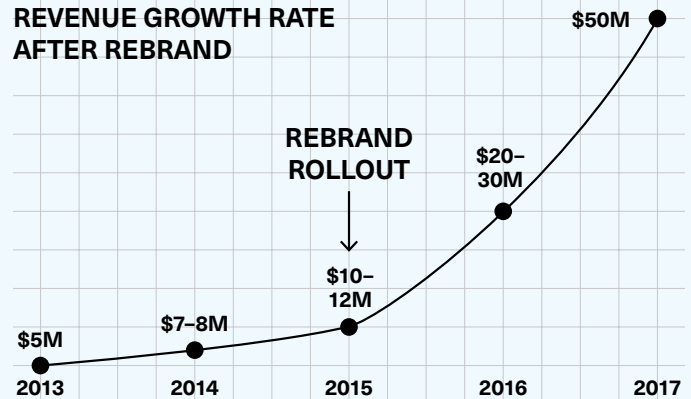
**Background:** Since 1998, Bigmouth Inc has designed and manufactured novelty and humor gift products.

**Challenge:** Mass retailers rely on consumer brand recognition to move product and thus are selective about the brands they choose for their shelves.

### Process:



### REVENUE GROWTH RATE AFTER REBRAND



**Results:** Picked up by Target, Walmart, Kohls, Urban Outfitters and endorsed by celebrities, the brand is a favorite among influencers worldwide. The rebranding empowered the salesforce to deliver explosive revenue growth (50%+ YoY). Leveraging a robust brand toolkit from Monroe&Co., the founder achieved his dream of selling to private equity investors.

**What differentiates Monroe&Co. is the ability to merge elegant design with thoughtful, logic-based strategy.**

“ I credit your work as one of the milestones in BigMouth’s story. We really enjoyed this project, working with you, and appreciated how much thought went in to our brand. Your style is so succinct and absent of marketing fluff. You always substantiated your guidelines with actual logical points. ”

— Steve Wampold, Founder, BigMouth Inc