



“Brainstorm’s web, community and promotion strategies elevated RCA’s brand awareness ten-fold while helping us establish and support new and existing key customer relationships.”

Rich Dinsmore RCA TV Executive VP, North America

How do you keep a generations-old brand fresh and vibrant? That was the question RCA asked us. The answer was a deliberate mix of creativity, technical know-how, and promotional panache.

The Challenge

The RCA television website was an online library of product offerings and technical language. It managed to show an array of products, but failed to make a connection between visitors and the brand. And a meaningful connection, in the end, is what moves product.

Leadership at RCA knew a new site was needed—one that simultaneously educated, entertained, and built brand loyalty. They came to us looking for a plan.

The Solution

We used our mastery of branding, compelling creative, and digital marketing to build an entirely new online experience for RCA. Today, the site isn’t just showcasing product—it’s creating a following. A compelling mix of striking imagery, playful language, and usable content ensure it.

The site opens with regularly updated branded messaging. Then, from any page, visitors can search by model number, screen size, or features. The site also lets visitors access technical support, download manuals, and even learn where to recycle their old TVs.

The Results

Within months, the new site led nearly every major metric indice¹ in its category segment. Today, it boasts nearly a million unique page views per month. And in a testament to the power of the refreshed brand visitors, on average, visit 7 pages, remain on the site for over 5 minutes, and do so with an incredibly low 21% bounce rate.

Brainstorm’s navigational strategy, site design, and supporting promotions—including one campaign that drew 30.7 million impressions—clearly enhanced the RCA brand with consumers. But the success didn’t stop there. RCA has also used the site as a means to develop inroad with new retail outlets, making their products available to an even wider audience.

Key Benefits

#1 ranking across in-category metrics

Greatly increased unique site visits

30.7 million campaign brand impressions

Built brand awareness and value

Forged and reinforced customer support and relationships

Substantially increased search rank (yoy)

¹ Google Analytics, Alexa, Quantcast

