

Client: Pressing Matters - www.pressingmatters.ca

Industry: T-Shirt Shop/Print Merchandise

Project Completion: 2023 - Present

THE CHALLENGE

Pressing Matters felt like just another print shop. As they began their first holistic marketing push, they needed to stand out in a saturated market. The brand lacked a consistent digital presence, a social strategy, and had yet to explore digital ads or email in a meaningful way. Rooted in founder Malcolm's indie music scene beginnings, their story was cool—but needed to be more representative of the founder's personality and influences. They needed a bold strategy to become top of mind for artists, entrepreneurs, and businesses seeking standout merchandise.

THE SOLUTION

We partnered with Pressing Matters to modernize their brand and build a marketing engine that reflects their creative roots and drives new business. Our approach included:

- Refreshed brand identity to match their culture while also remaining approachable to a wide sector of industries
- Redesigned website to allow clients to build a custom t-shirt online and order directly
- Launched paid social campaigns to generate leads
- Created video-first content to showcase their personality, used a LOT of humour
- Positioned the brand to appeal

THE SERVICES

- Video Production
- Graphic Design
- Social Media Advertising
- Email Marketing

THE KEY ACTIONS

- 2023: Rolled out a refreshed brand identity and updated website with a focus on showcasing their high-quality process and custom t-shirt builder.
- 2024: Launched targeted paid social campaigns on Meta to drive lead generation and brand awareness.
- Produced social-first videos to run across social ads.
- Designed engagement and on-brand advertising assets for display advertising.
- Developed an email strategy to nurture leads.

THE RESULTS

317% increase in direct online orders
170% website traffic
27% organic social growth
54% newsletter subscribers