



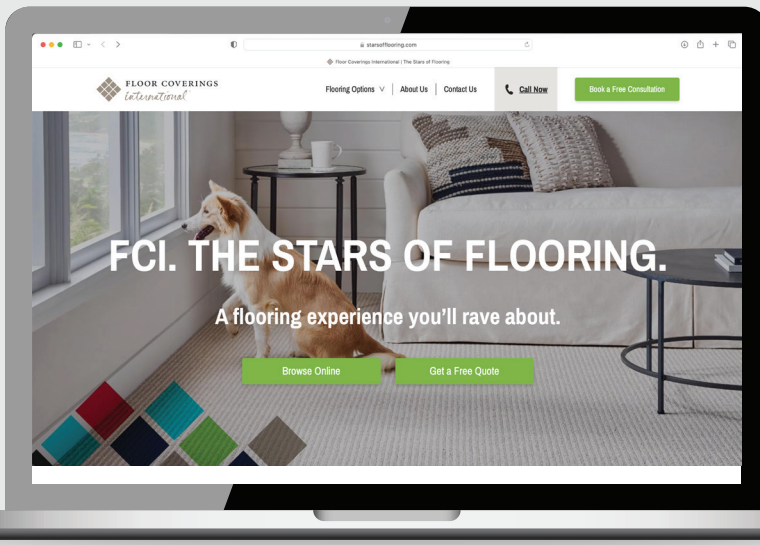
FLOOR COVERINGS  
*international*

The Stars of Flooring<sup>SM</sup>

**REGROUP**

CONTACT US

REGROUP is a full-service, independent marketing agency with over 20 years of franchise brand marketing experience. 734.213.0200 [www.regroup.us](http://www.regroup.us)



**BRAND REINVENTION CASE STUDY**

**Challenge**

Floor Coverings International® is one of the highest rated flooring companies in North America (U.S. and Canada). While highly rated by current customers, FCI wanted to increase brand awareness and attract new customers in the very competitive flooring category. They asked REGROUP to help them.

**Solution**

After a thorough Discover and Define process, REGROUP confirmed that the FCI five-step process and local owners were key to their high customer satisfaction scores. REGROUP crafted a new tagline, message points and refreshed brand standards. The “Stars of Flooring<sup>SM</sup>” TV and radio commercials, direct mail, display banners, web landing page, sales materials and mobile van designs present a contemporary, customer-centric image.

**Results**

At the 2023 Annual Conference, franchise owners loved the approach. They participated in workshops to learn how to continue to ‘earn stars’ for exceptional customer service. Franchisees ordered 245 of the new van wrap designs before the end of the conference.

