

Success Stories

Reframing an Icon

Dual brands undergo unique transformations and experience incredible growth.



The Challenge

In 2013 two brands, Air Lift Company and Air Lift Performance, were in desperate need of a fresh identity and a new way to connect with customers as the digital age was finding them lacking on both accounts.

This change would not only need to be philosophical (how the brands were viewed internally and externally, but practical - as neither brand had a properly website, much less a persistent market presence.

The Solution

Put out the fires, then build for the future.

From website redesigns, to reshaping brand identities while building a content production empire along the way - this success story follows a winding and fulfilling road.

A Solid Foundation

The first step was to rebuild both brand websites from the ground up, on a solid yet flexible foundation, to earn back internal and external trust in our digital presence.

Brands that Resonate

A complete refresh of the Air Lift brand, plus a honing and amplification of both brands involved mountains of consumer research and loads of internal processing.

Content (and distribution) is King

An enthusiastic DIY consumer base provided the ample motivation to build a content creation and distribution network unlike anything in the industry.

A Re-invigorated Organization

Extensive investment from leadership to the warehouse floor aimed at orchestrating an internal adoption of our brand ideals, in-step with our external presentation.



+\$MM Revenue Growth



300+ Brand Films



+300% Community Growth (YoY for 6yrs!)



The Results

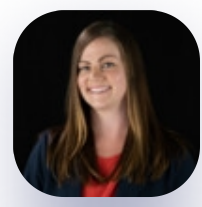
Refreshed brands guided exploding community engagement to fuel revenue growth that no economic depression could put a damper on.

Our efficiently redesigned e-commerce platforms and impressive content production pipeline insured a succession ROI positive product launches and an order rate that necessitated multiple product warehouse expansions.



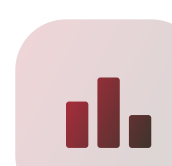
Ryan Feyer
Managing Director at Feyer Marketing

Luke is one of the most creative and empathetic thinkers I have ever worked with. He is an incredibly talented leader. When Luke speaks, people listen.



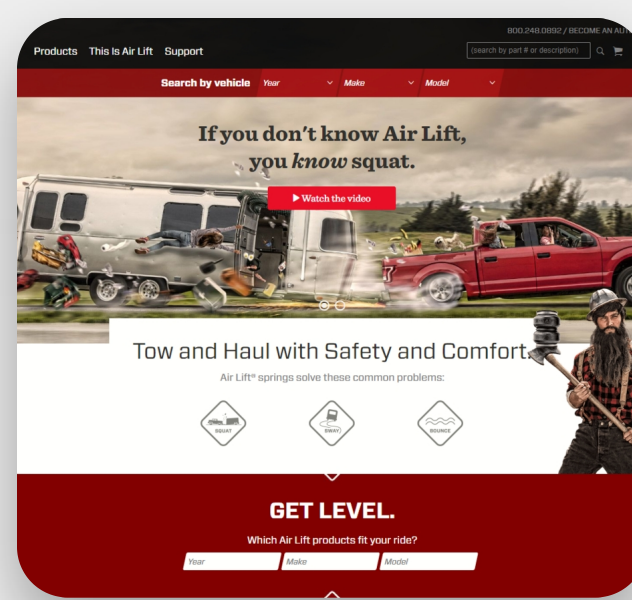
Chelsea (O'Donnell) Phillips
Departmental Analyst at Michigan State Police

Luke is great to work with and has a true gift for inspiring people. He has a positive attitude and is naturally a true leader.

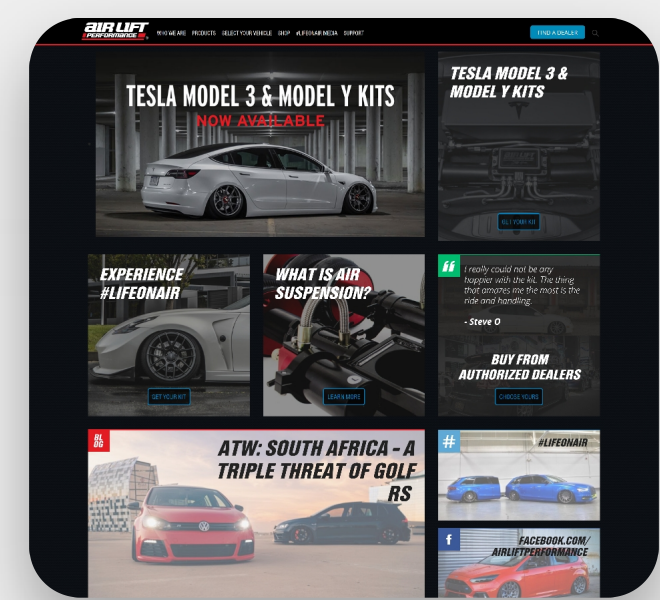


Work Samples

Click to View



AirLiftCompany.com



AirLiftPerformance.com



#LifeOnAir Film



Viral, Low Budget Film



Product Hype Film



Web-based Game



Want to Hire Luke?

From startups to Fortune 30 - his strategic, creative leadership drives business forward.

Get in Touch

Built on Trust

