

# CASE STUDY CUREVE





# PROJECT OVERVIEW

Cureve Natural Therapies, creator of natural pain-relieving products, engaged Brandhopper Digital for a website redesign with the goal of building a beautiful website that would allow for expansion of new products, while enhancing the brand's online identity and improved story-telling.

Brandhopper Digital completed the project on-time and on-budget, allowing Cureve to build its brand and set itself up for additional marketing efforts as it releases new products in 2020 and beyond.





# RESEARCH





# RESEARCH

Before beginning the design work, the Brandhopper team conducted an in-depth analysis of Cureve's customer data on Amazon and Shopify in order to identify a key avatar, while also researching the problem his business solved, key competitors, brands he admired, and product selection. The Brandhopper team also interviewed Tom Knoblauch (CEO/Founder) to learn more about why he started the business so we could convey that story on the website.

After conducting an in-depth review of the business needs including analysis of revenue distribution by product and product type, customer avatars, and discussing Tom's long-term vision for the business, the Brandhopper team began visualizing a layout that would serve as the framework for the new website.



# **BRAND STORYTELLING + ENHANCED DESIGN**





# BRAND STORYTELLING

Cureve Natural Therapies had a compelling story to tell, however the previous messaging didn't showcase the company's mission as effectively as it could have.

The Brandhopper Digital team created a brand story focusing on the desire to build natural, high quality pain-relieving products. The story would also highlight the brand as a family owned and operated business, located in the USA.

The Brandhopper team weaved this story throughout the website, including the homepage, product pages, and most prominently, the "About Us" page.



# ENHANCING THE BRAND

Actions taken:

- Leveraged a new, modern web design that would be flexible enough to easily handle new products as they launch
- Used consistent typography + coloring throughout the entire website
- Replaced outdated, old images with fresh, vibrant imagery that aligned with the customer avatars discovered during the audience analysis stage
- Created a new About Us page with a fresh brand story, focusing on the American owned, small family business and a desire to heal pain naturally.
- Added visual elements to convey the brand's story on the Homepage, About Us page, Contact Us page, Collection Pages and Product pages.

# ABOUT US PAGE: BEFORE

Free one or two day shipping on all orders!



cureve  
NATURAL THERAPIES



WHO WE ARE



Cureve Natural Therapies is committed to providing the very best in hot and cold therapy products. Our goal is simple: to offer high quality products that help our customers feel better naturally.

We also believe in providing our customers with the safest possible products, made with only the highest quality materials. That is why all of our gel packs are BPA, Phthalate and Latex free. We want our customers to have peace of mind when using our products, feeling better should be the only thing on your mind.

At Cureve, we love the products we make and know that you will too. That is why we offer a 100% money back satisfaction guarantee and a two year warranty on everything we make. We stand by our products, plain and simple.



# ABOUT US: AFTER

## HEALING, NATURALLY

Our family has dealt with its share of bumps, bruises and injuries, and we wanted relief that didn't come in a pill.

From pregnancy to Fibromyalgia to runner's knee and everything in between, our ice and heat packs, wraps and TENS units are what we use at home to treat pain and reduce inflammation, naturally.

We hope our products bring some comfort to your life so you can get back to what YOU love doing most.

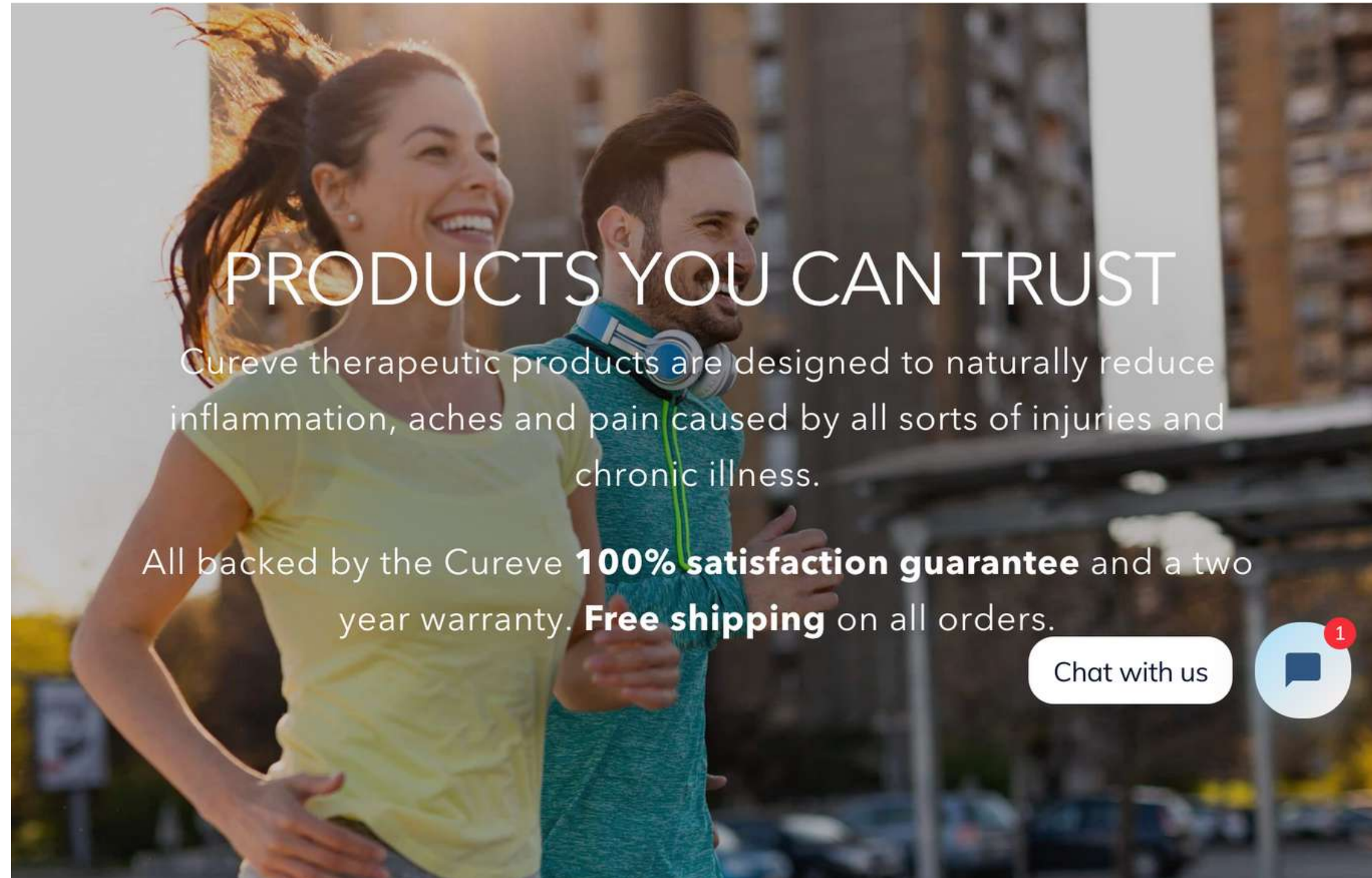


Chat with us





# COLLECTION PAGE STORY TELLING



## PRODUCTS YOU CAN TRUST

Cureve therapeutic products are designed to naturally reduce inflammation, aches and pain caused by all sorts of injuries and chronic illness.

All backed by the Cureve **100% satisfaction guarantee** and a two year warranty. **Free shipping** on all orders.

Chat with us





# PRODUCT PAGE CALL-OUTS

## BUILT TO LAST

Tired of cold packs leaking or not holding their temperature? Every Cureve product is built to last by professional grade standards, which means it'll help soothe your aches, pains and inflammation for years to come.

We also believe in providing our customers with the safest possible products, made with only the highest quality materials. That is why all of our gel packs are BPA, Phthalate and Latex free.



## SAFE & NON-TOXIC



Chat with us



# PRODUCT PAGE ICONS

## WHY CHOOSE CUREVE?



### Best-Selling Products

Thousands of happy customers have given Cureve products 5-star reviews because of their durability, ease of use and effectiveness in reducing aches and pains.



### Natural Relief Without Pills

Cureve therapeutic products are designed to naturally reduce inflammation, aches and pain caused by all sorts of injuries and chronic illness.



### 100% Money Back Guarantee

At Cureve, we love the products we make and know that you will too. That is why we include a 100% money back satisfaction guarantee and a two year warranty with every order. We stand by our products, plain and simple.



### Free Shipping

Don't like shipping costs? Neither do we! That's why every Cureve order ships for free.

Chat with us





# PRODUCT PAGE

# REVIEWS

## Customer Reviews



Based on 4 reviews



Most Recent ▼



★★★★★☆☆ 06/16/2020

Verified **Don Kennedy**

Large Hot + Cold Therapy Gel Pack with Body Wrap



★★★★★☆☆ 06/16/2020

Verified **Cheryl Newton**

Going to buy another one as an extra to have. It is great.



★★★★★☆☆ 06/11/2020

Verified **Sharon Hartung**

### Cold Pack Review

Excellent coverage for lower extremities.

Chat with us



★★★★★☆☆ 06/11/2020

Verified **Nancy Factor**



# HOMEPAGE BEFORE

Free one or two day shipping on all orders!

[HOME](#) [PRODUCTS](#) [BLOG](#) [ABOUT](#) [CONTACT](#)

CUREVE  
NATURAL THERAPIES

[LOG IN](#) [CART \(0\)](#)

## FEEL BETTER NATURALLY

Cureve offers the highest quality natural pain relief and recovery products to help get you back to doing what you love in life

[Shop Now >](#)

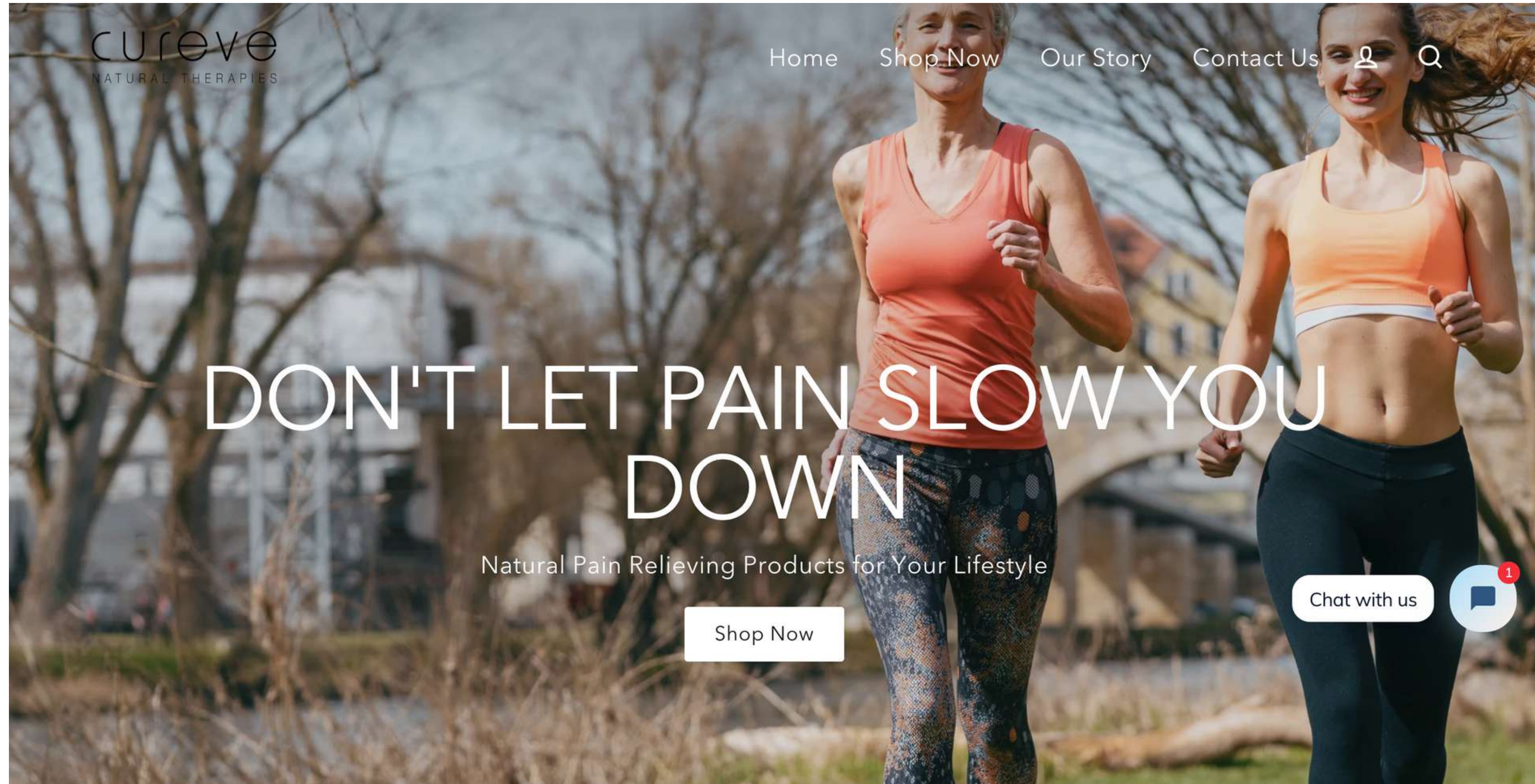
[Chat with us](#)



  
brandhopper  
DIGITAL



# HOMEPAGE AFTER



cureve  
NATURAL THERAPIES

Home Shop Now Our Story Contact Us

# DON'T LET PAIN SLOW YOU DOWN

Natural Pain Relieving Products for Your Lifestyle

Shop Now

Chat with us





# HOMEPAGE STORY-TELLING

When life hurts, we're here to help.

At Cureve we are committed to providing the highest quality hot and cold therapy products to help you naturally relieve and prevent pain, and recover faster so you can you can get back to doing what you love most.





# HOMEPAGE SOCIAL PROMO

## ON SOCIAL

Send us yours [@curevetherapies](#)



Join the club

Enter your email

Chat with us



# CONTACT US BEFORE

Free one or two day shipping on all orders!



cureve  
NATURAL THERAPIES



WE ARE ALWAYS HERE FOR OUR  
CUSTOMERS



At Cureve Natural Therapies, we are committed to the highest levels of customer service. One of the things we love most is hearing from and getting to know our customers, no matter the reason. If at any point you have any questions, issues with a product or just want to say hi, please contact us. We have made it a priority to always be available for our customers and ensure it is easy as possible to reach us. You can contact us in any of the following ways:





# CONTACT US AFTER



## We'd Love to Hear From You

Have a question? Need help choosing the right product? Want to connect with one of our customer service reps?

Feel free to send us a note, give a call or message us through our chat box and a member of our team will get back to you as soon as we can. Your satisfaction is our #1 priority.

Chat with us



[info@cureve.com](mailto:info@cureve.com)

[\(888\) 428-7383](tel:(888)428-7383)



# CONTACT US AFTER

Based in Cincinnati,  
Ohio

Cureve Natural Therapies

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[\(888\) 428-7383](tel:(888)428-7383)

Chat with us





**Do you want to take your e-commerce  
to the next level?**

**Contact our team to discuss elevating  
your brand.**

**[hoptastic@brand-hopper.com](mailto:hoptastic@brand-hopper.com)**