



# Steelcase

STEELCASE

Marketing Communications  
for the World's Leading  
Manufacturer of Innovative  
Workplace Furniture

# Helping a Global Leader in Furniture to Reach a Wider Market

Innovative furniture manufacturer Steelcase approached Base Creative to help the global brand to increase brand awareness in the Asia Pacific region.

**Business Strategy**

**Brand Strategy**

**Design and Touchpoints**

Copy Writing  
Easy Pull Banner Design  
Advertising Design

**Digital & Social Media**

# Steelcase Marketing Communications

Increasing Brand Awareness for a Leading Office Furniture Manufacturer



We crafted the messaging strategies and created unique advertisements and banners that fully stand out and resonate with the market.

Scope of Work

Business Strategy

Brand Strategy

Design and Touchpoints

Copy Writing  
Easy Pull Banner Design  
Advertising Design

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