SHILABS DIGITAL

Crafting a Global Brand for a Thailand-Based Spirit Maker

Client Profile

A Thailand-based artisan spirit maker with a rich heritage of craftsmanship, the client specializes in creating unique spirits rooted in local traditions. Despite their exceptional products, they struggled to connect with a wider audience and lacked an online platform to showcase their brand's story and quality.

MILD SPIRIT

Challenge/Problem Statement:

While the company had a deep commitment to quality and tradition, it lacked the digital presence needed to reach global markets. The challenge was to craft a brand identity that conveyed both their artisanal roots and their global potential, all while providing an intuitive online shopping experience.

Strategy:

We set out to transform their story into a visual journey. The approach was to:

- **Highlight Craftsmanship and Heritage:** Create a compelling narrative about the history, ingredients, and artistry behind their spirits.
- **Build an E-commerce Experience:** Integrate online sales to reach global customers and allow for direct purchases.
- **Showcase Thai Culture:** Weaved Thai aesthetics into the design to make the brand instantly recognizable.

Implementation:

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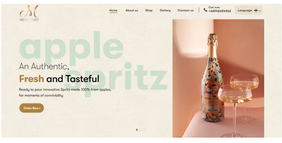
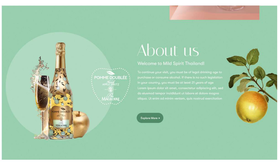
Clean Minimal Homepage

A clear first impression.



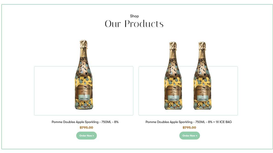


The Brand Story

A look at the journey.

Clean Commerce Layout

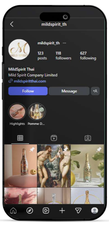
Seamless shopping made simple.



Curated Visual Archive

A collection shaped by style

Results:



- **International Recognition:** The brand saw an immediate increase in both local and global awareness, with coverage in several industry publications.
- **Sales Growth:** Within 3 months of launch, global orders rose by 25%, thanks to the intuitive e-commerce integration.
- **Engagement Boost:** Social media followers surged by 50%, with fans sharing their experiences and spreading the brand's story.

Customer Feedback:

MildSpirit Thai Sep 11, 2023

TH • 1 review

★★★★★

Great team!

Hi there! We're very satisfied with all the team of Shilabs Private Limited! There're very professional, attentive and do the best cooperation with us! Hope our mutually beneficial cooperation will grow fast!

September 11, 2023 Unprompted review

Analysis/Insights:

This project was a perfect example of how a well-crafted digital presence can transform a local artisan brand into a global contender. By focusing on storytelling and user experience, we not only built a website, but a brand that resonates deeply with consumers, turning their connection to our client into a lasting relationship.

GET IN TOUCH WITH SHILABS DIGITAL

Let's craft a digital strategy that delivers real results.

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