

Fingerle Lumber

We'll Walk You Through a Project. Not Point You Down the Aisles.

GOAL: Fingerle Lumber first approached us with the request that we infuse more creativity into their advertising materials while also giving them a more professional look and feel. Larger home improvement chains such as Home Depot and Lowes were increasingly competing for customers with Fingerle, which made it especially important for this independent local business to immediately begin to significantly increase its marketing visibility.



OUR APPROACH: Following numerous creative brainstorming sessions, LeDuc Creative proposed a comprehensive advertising campaign designed to promote Fingerle's image as a local family-owned services-oriented full-service building supply company that truly cared about its customers. We stressed Fingerle's individualized attention and dedication to detail, as well as the project consultation services it provides to renovation novices and general contractors alike. And, we utilized both print and outdoor advertising methods.

RESULTS: Fingerle's image campaign has been extremely successful, with many customers making positive comments about our billboards and newspaper advertisements. One of the larger chains has recently used an advertisement that is very similar to one of the ads we designed for Fingerle.



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