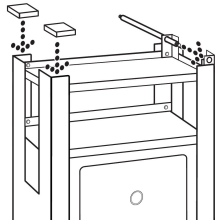
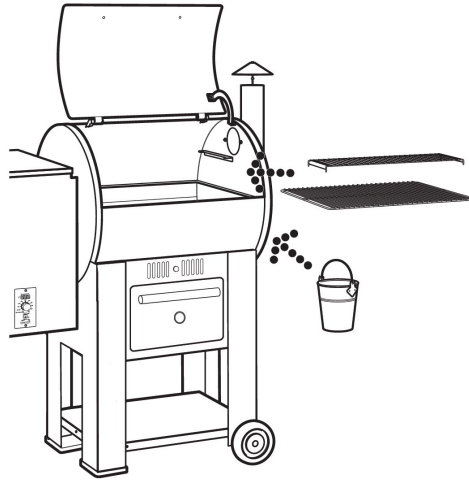
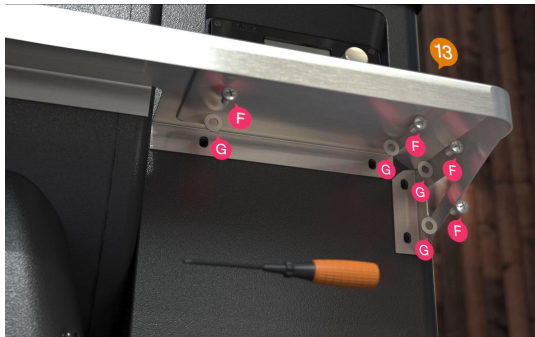


TRAEGER POST-PURCHASE EXPERIENCE



CHALLENGE: Traeger® was looking for a better way to educate consumers about product assembly. They wanted to improve the post-purchase experience for everyone involved. We needed to make sure things were as simple as opening the box.

SOLUTION: The assembly instructions needed to translate to 18 different languages. So, we created a universal language. Simplified illustrations with minimal copy that everyone could understand. For added support, we produced a step-by-step assembly CGI video. This reduced assembly error and increased the chance of success.

RESULTS: We developed a more effective way to educate consumers about product assembly and created a better brand experience:

- Fewer Call Center calls
- Reduced Product Return rates
- Improved customer experience

