

red slice\*



## Client Case Study: Alinga Bodyworks

How do you stand out in a sea of lookalike massage therapists and energy workers in a place like Seattle? We helped Andrea Rae of Alinga Bodyworks ([www.alingabodyworks.com](http://www.alingabodyworks.com)) do just that by guiding her through a clear, crisp brand strategy and asking tough questions about her passions, her strengths and her business' ideal client. Through the Brand Juicer process, Andrea realized she had a unique approach to massage and bodywork that was grounded in her "traditional" training as an occupational therapist. While her Reiki and BodyTalk work follows principles many people might not understand, her analytical and practical approach to healing the body gives her instant credibility to turn curious skeptics into loyal fans. We parlayed this grounded, earthy, practical brand that is unique to Andrea into a refreshed design feel and crisp messaging. The website, colors and new logo play off of Aboriginal art themes: Alinga means "sun goddess" in Aborigine and Andrea herself hails from Down Under. Her studio is full of abstract and Aboriginal-type art. Her differentiated approach to massage and energy work, focused on practical results to move people forward and get them "unstuck", is conveyed through the tagline we developed: *Pampering with Purpose*.

Old website:



New website:



Red Slice, a branding and marketing consultancy. Engage, inform and delight your audience.

Click: [www.red-slice.com](http://www.red-slice.com) ~ Ping: [maria@red-slice.com](mailto:maria@red-slice.com) ~ Ring: 206-285-4829