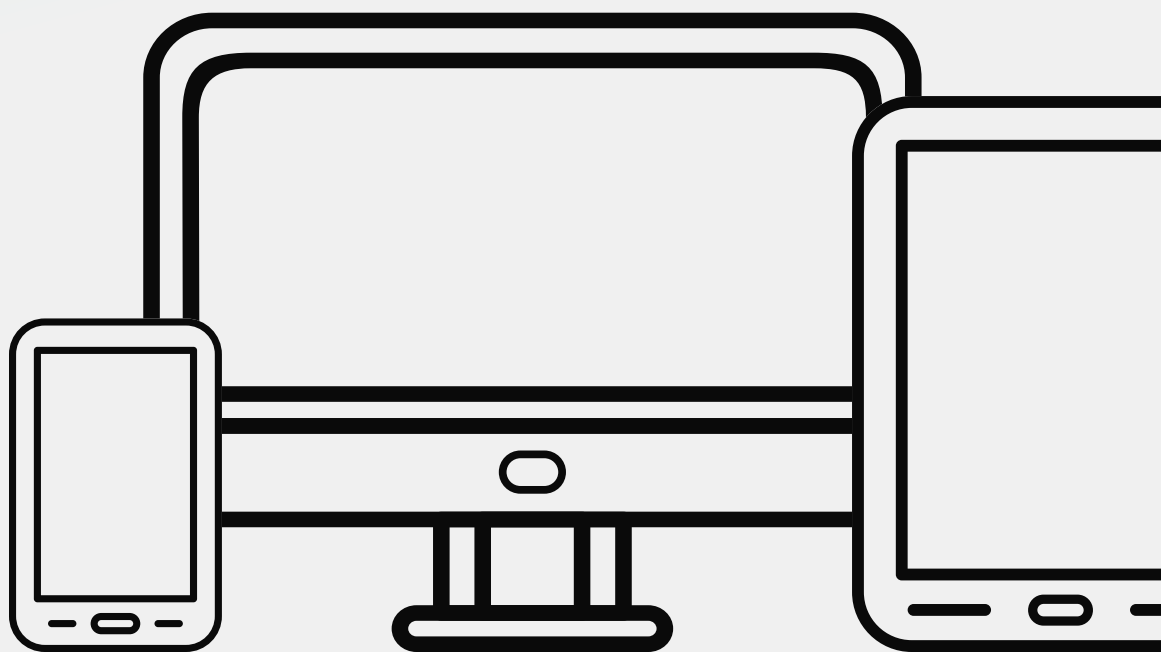


# BRAND STRATEGY CASE STUDY

MARCH 2025

**SIDESHIFT** 



# **BRAND STRATEGY CASE STUDY**

## **Sideshift Gear**

By Wes Gutting

Wes Gutting is the head designer at  
Wes Gutting Digital.

This case study was created to  
present his expertise in an easily-  
digestible manner.

He can be reached by sending an  
email to: [wes@wesgutting.com](mailto:wes@wesgutting.com)



# SIDESHIFT GEAR

Sideshift Gear is an Australian based company that creates hand-grafted utility gear for the stagehand industry.

They provide a wide variety of gear from bags and pouches to cases and slings. Sideshift also aims to help workers carry all of the gear, equipment, and parts they will need to boost efficiency on the jobsite.

Meshmakers, a subsidiary of Sideshift, offers a service that recycles used signage into unique merchandise for future events.

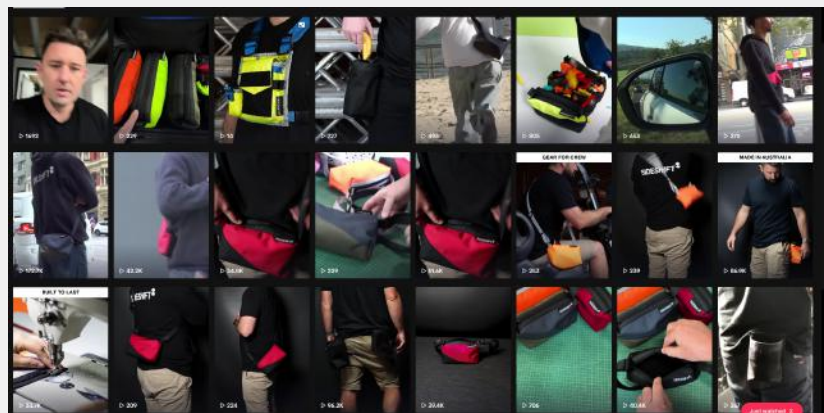


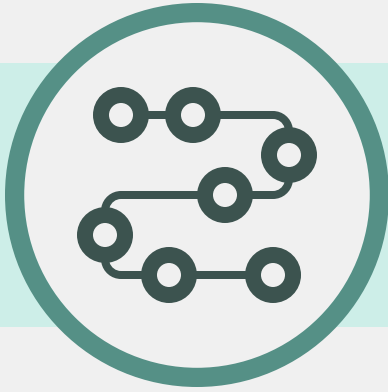
## CLIENT PROBLEMS



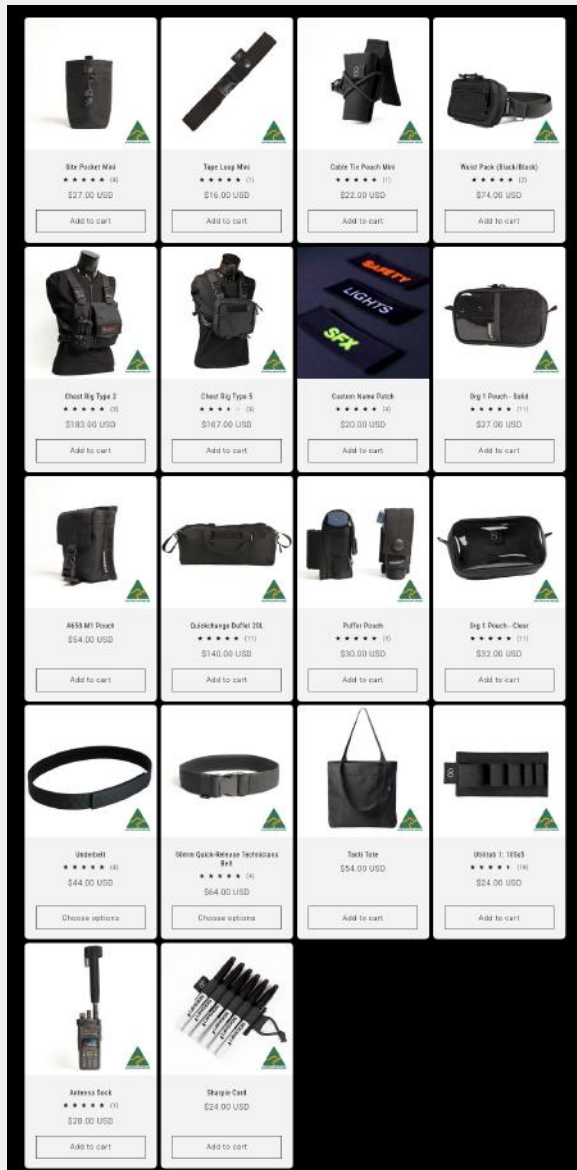
Low engagement  
Low site visitation  
Low revenue.

Sideshift has faced a lack of brand orientation in all social media, leading to a steep drop off in brand visibility.





# PROJECT GOALS



The goal of this project is to help align marketing efforts and to provide pointers on building and maintaining the organization's social media presence.

This will be in the form of a brand kit that takes in all of the brand's visible work and to coalesce it into key values, talking points, and strategic moves.

SIDESHIFT was born of the site.

We create tools and pouches for ourselves and our peers that elevate comfort, pride and efficiency across various departments in the entertainment industry.

Our founder Brett Rennie is a seasoned production professional with a nearly 20 year career in live production working both locally and globally. You can see more about his work [here](#).

We're thankful to have a supportive industry community who believes in what we do - allowing us to design and build innovative products for production crew worldwide.





# OUR SOLUTION

The brand's traffic is hovering around 200 visits/month, which is not enough to sustain, let alone grow, the business.

First, I would recommend creating a more cohesive social media strategy, with regular posting times, more specific topics, and content that is more engaging.

A) Build a community of stagehands that all want the same thing: high quality, affordable, gear that helps them on the site.

B) Communicate the pros of the products you offer, talk about what your main selling point is.

C) Express the reasons why someone should support your business. Why you? Why not some crap off of Ali Express or Amazon?

Second, get some SEO and PPC campaigns going. Get a copywriter, get someone that can keep everything aligned with core values. Keep it personable. Make your brand feel alive, not on life support.

## Who is SIDESHIFT?

### VALUES

Made in Australia.  
Environmentally Conscious.  
Reduce our Waste.  
Reuse, Recycle, Repair.  
Balance durability, lifespan,  
and environmental cost.

### MISSION

At SIDESHIFT, we  
manufacture textile  
products for our peers in  
the entertainment industry  
that elevate comfort,  
pride, and efficiency,  
across various on-site  
event roles.

### VISION

Continuously strive towards  
Developing new products.  
Optimizing our processes.  
Maturing within Australia's  
vibrant textile industry.

At SIDESHIFT, we aim to make a positive contribution to and be active participants in the Australian textile industry's community.



# RESULTS

These key points of improvement were combined and delivered in a pdf brand kit and style guide.

Sideshift's owner was incredibly happy with the end result, and has been steadily implementing them with great outcomes.





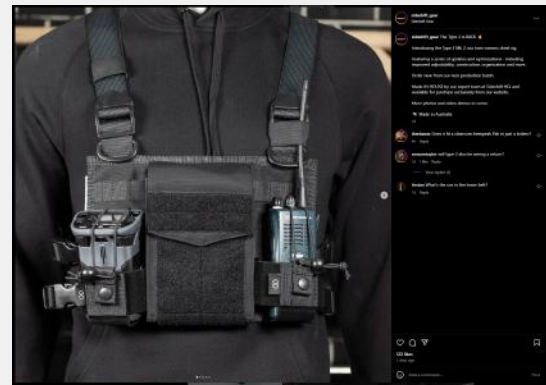
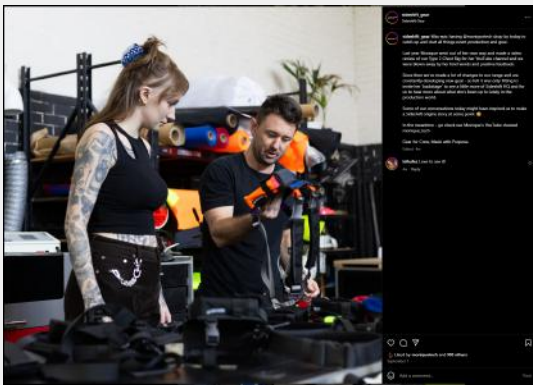


# INSIGHTS

As Sideshift is an Australian company, I found that scheduling a time to chat with decision-makers proved difficult due to time-zone difference. This is something that must be taken into account in the future.

This project is where I learned to use Ahrefs to estimate web-traffic without having access to back-end analytics tools like GA4, Adobe Analytics, and Meta Business Suite.

I learned that a strong brand presence and the ability to build and grow a community are not to be taken for granted. In fact, these things are paramount to any online business' success.





Wes Gutting Digital is a full-service brand strategy outfit that crafts your online identity to drive traffic, generate leads, and convert customers. We are based in Richmond, Virginia.

## Web

Your online presence starts with an appealing website. If you are looking to get your site refreshed, or just need an entirely new design, our team of specialists are here to help you shine.

## Brand

Every business needs a strong visual identity, and an even stronger personality. Our experts carefully design your brand's look, feel, and overall appearance. Let's make your brand stand out, and stay remembered.

## Copy

Everything starts with powerful, effective words: be it a landing page, video script, or ad placement. Every WGD client receives a complimentary copy analysis, complete with paths for improvement.

**TALK TO AN EXPERT**  
Let's get started

GET IN TOUCH



**CONNECTING  
YOUR  
BUSINESS**

**WHEREVER  
YOU  
ARE**

**WG** WEB | BRAND | COPY  
**DIGITAL**