

# Going From Zero to Hero.

Few funeral homes wanted anything to do with Chinese-made caskets when we first started with Sich in 2016. In fact, when we conducted an initial market attitudes research study, it was daunting how uniform the opinions were: Chinese caskets, they said, were

*With their strategically-planned marketing campaigns, we've been able to deliver the right messages to our audiences and are gaining tremendous growth in return. We truly couldn't have done it without them. — Sirius Chan, CEO*

poorly made. The handles would fall off or the bottoms would burst. And Chinese caskets were too small. Yet, we learned from those few who bought from Sich, their caskets were truly the exception, as was the company founder and CEO, Sirius Chan.

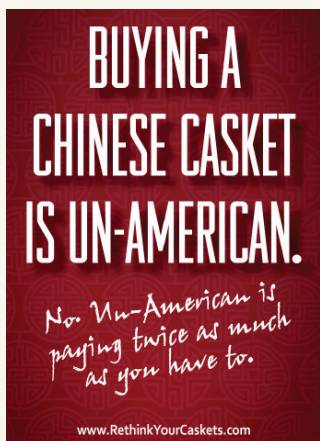
So we took on the challenge starting with an assertive, in-your-face teaser print and digital campaign called "Rethink Your Caskets" to challenge all the prejudices. This was quickly followed by a full branding campaign with the message "Only your accountant can tell the difference," focused on the high quality of Sich caskets, in which the only difference was price. This extended into a major PR effort, a new informational video series featuring Sirius Chan, ongoing social media posts, email blasts, flash mob events, a radically new trade-show booth, year-long casket giveaway, and a compelling website all aimed at proving how Sich is the "Un-Chinese" Chinese casket company. At the same time, we developed targeted marketing to expand the distribution network. [See results top right]

**IN THREE YEARS**

Sich became the fastest growing import casket brand in the USA

YOY sales increases ranging from 24%-41%

Distributor network growth of 26%



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