



BAD COMPANY

Company Profile
Brand Guidelines
Packaging Design

BAD COMPANY

Bad Company is a fashion brand that is bold and high-end, yet hip and trendy. The clothing we produce are designed to be versatile yet fashionable.

Simple, high-quality, cool and colorful are what our brand's image is all about.



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Kingsmen Agency was hired by BAD COMPANY for Company Profile, Brand Guidelines and Packaging Design.



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KPI		Below Expectations	Meets Expectations	Exceeds Expectations	Outstanding
LEAD GENERATION	Monthly new leads/prospects				✓
	Qualified leads per month				✓
WEBSITE	Monthly website traffic			✓	
	Returning vs. new visitors		✓		
	Visits per channel			✓	
	Average time on page			✓	
	Website conversion rate			✓	
SEO	Traffic from organic search		✓		
	Conversions from organic search		✓		
	Google PageRank			✓	
ADVERTISING	Traffic from social media				✓
	Leads and conversions from SM				✓
	Engagement rate				✓
	Social media ROI				✓

❖ OUR CLIENTS





Thank You!

Our Contacts:

Feel free to contact us at anytime because we are always pleased to collaborate with you.



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