



CHAIR STUFF 2020-2021

INTRODUCTION

I worked for Chair Stuff in 2020 and 2021 working on their website and creating print advertising for them. This project provided me with an introduction to copywriting and web design and I used softwares like InDesign and WordPress to create their materials. Below is a small sample of the work I did with them.

BRAND

Business Type	Medical Supply Company
Unique Selling Points	<ul style="list-style-type: none">• Locally-run brand in Vancouver owned by a member of the parapalegic community.• Supplies household medical equipment to adapt your home.• Primarily provides intermittent catheters but works with their supply chain to supply any other needs patients might have.• Highly integrated with the local paraplegic community.

Brand Voice	<ul style="list-style-type: none"> • Approachable • Friendly
English	Canadian English
Top Competitors	<ul style="list-style-type: none"> • SCI Supply • Inner Good Canada • IPAC Canada

AUDIENCE

Target Audience	<ul style="list-style-type: none"> • Primarily people disabled due to injury • Aged above 25 • Relatively active demographic
Their Pain Point	<ul style="list-style-type: none"> • Confusion • Impersonal customer service • Dislike of large multinational brands
Their Perfect World	<ul style="list-style-type: none"> • Local expertise from someone they can talk to in person or over the phone. • Vibrant community life • pain-free products
Evidence and Social Proof	<ul style="list-style-type: none"> • Testimonials • Professional histories of the company founders and operators
Potential Objections	<ul style="list-style-type: none"> • No online market-place • Unsure of what the products are • Unsure about the reliability of the business • Don't think they need any other products in their lives

