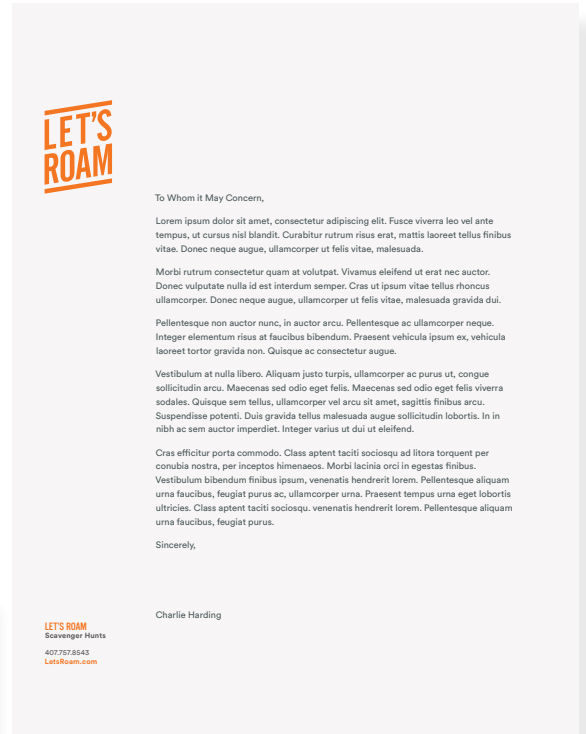
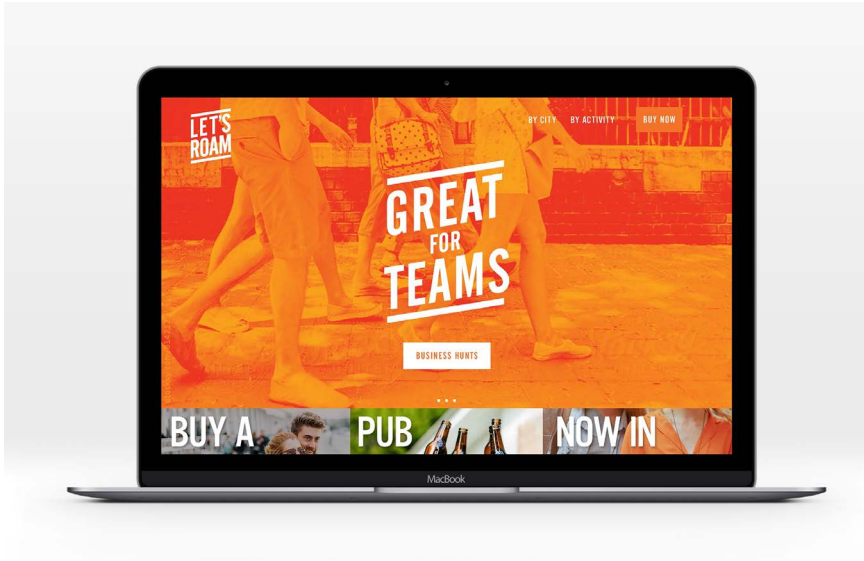


Let's Roam is the #1 scavenger hunt company in the world, offering app-lead adventures that reimagine the way people explore and connect—at home and abroad.



industry

- food & beverage
- consumer goods
- b2b services

deliverables

- logo
- stationery kit
- messaging
- website

challenge

When ScavengerHunt.com (now Let's Roam) approached UpShift, their brand lacked definition and direction. They offer dynamic products but struggled to build a brand identity and set of brand standards, which are integral to communicating a clear marketing message.

solution

UpShift developed the new Let's Roam brand name, along with brand guidelines that include styles, fonts and color palettes. With a strong marketing foundation in place, they are able to create, implement and execute engaging and effective strategies that have accelerated business growth.

results

Let's Roam now has more 5-star reviews and website traffic than ever. Their brand refresh resulted in greater audience resonance, awareness and conversions. Most importantly, Let's Roam is fulfilling their mission of helping people connect and explore at home and in any one of their 350+ locations worldwide.