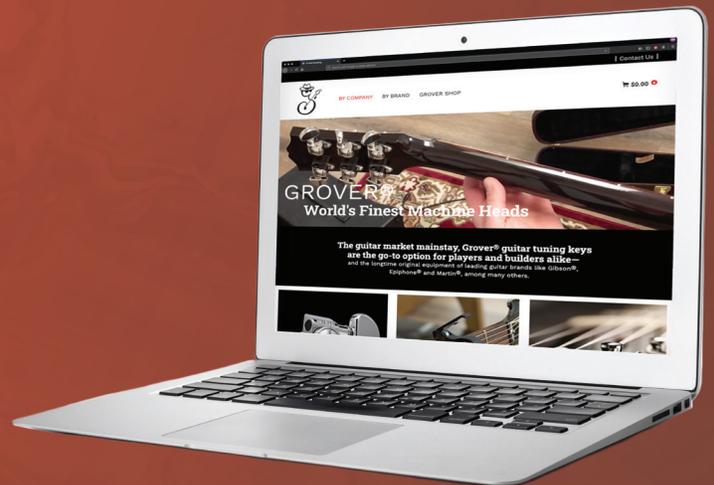


Grover/Trophy

THE REBRAND THAT REVIVES A MUSIC LEGEND



FOR NEARLY A CENTURY, GROVER/TROPHY has been the world leader in tuning products and a top distributor of musical toys and accessories. Grover machine heads are the most trusted by professional and amateur musicians and by iconic guitar brands like Gibson® and Martin®.

While Grover is clearly the music-industry headliner, their branding no longer followed suit. They partnered with Shamrock to refresh and redesign their website.

For those who know music, Grover is the quality benchmark. Using that rock star reputation as inspiration, Shamrock transformed Grover's outdated website, creating a look and a vibe that better captures the brand's command.

THE SOLUTION

We evaluated the existing website and found it difficult to search for products from Grover's family of companies. That set our charge in motion: In order to create an intuitive, user-friendly website, Shamrock would reimagine the user experience.

We developed a new sitemap that featured all products and accessories from each of the brands under the Grover umbrella: Grover Musical Products, Trophy Music Co., The Cleveland Drum Co. and IstNote. Under each, we created drop-down menus and functionality to allow users to search via product name or brand.

New graphics have a sleek-yet-edgy look as a nod to Grover's diverse customer base. The design and copy pays homage to Grover's storied past while demonstrating its ability to meet customers' evolving needs. Based on project success, Shamrock also sourced and printed product catalogs for Grover's family of brands.

WHY IT WORKS

Grover is passionate about music. To create a new website that's truly authentic, they needed a partner who understood that emotional connection between musicians and their instruments. Shamrock embraced Grover's creative mastery—and then ran with it, creating a modern, ecommerce-enabled website experience that embodied the quality, stage presence and command that is the legendary Grover brand.

