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# LA DESIGN

AMERICAN SOCIETY OF INTERIOR DESIGNERS - LOS ANGELES CHAPTER

This Issue

## Personal Branding

# Light Bulb Moment

Small Business Branding Tips  
from ADG Lighting



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Branding and setting yourself apart in the small business world is not an easy feat. With the barrage of competition and the availability of the internet at one's fingertips, luxury home lighting and furnishings have unfortunately become commoditized.

The signs were there several years ago when internet shopping platforms became extremely popular with not only homeowners but even interior designers and those professionals working in the space. Rather than consult and work with top tradespeople, it just became easier for them to find products online.

With that said, companies like ours have had to re-adjust and tailor our business messaging to distinguish ourselves in the marketplace. ADG Lighting is in the business of designing, fabricating, and manufacturing lighting fixtures, architectural ornamentation, and metalwork in all styles for both residential and commercial properties.

While homeowners can hire us directly, much of our work comes directly from professionals such as interior designers, contractors, and architects, who have come to know our commitment to great design. We became the "secret sauce" of sorts to these professionals. So pretty quickly we learned what set us apart in the marketplace, and have used that to our advantage.

This has become our mantra and messaging throughout all of our branding and marketing, with our founder and CEO Gerald Olesker at the helm. With his background in architecture and over 20 years of experience as an architectural



industrial designer and project manager, his ability to innovate and collaborate has helped drive the company's world-class reputation and bottom line.

We've also given the company a personality of sorts. What we've learned is that every company has a personality, each with its own traits that make it unique. We know ours very well and have used it to give us reach on social media. So what are a few of our unique traits?

- Innovative
- Creative
- Collaborative

When we think of our brand as a person with a distinct personality, we become more relatable and trustworthy to our market, so they want to interact and work with us. We weave these traits into all touchpoint for the customer, whether that's through one of our sales reps or a post on Instagram. This all becomes a part of our company story, which gets expressed throughout our branding consistently.

Think of your company as a person, and come up with several attributes that make that "person" unique and distinctive. This will help set you apart in the marketplace and become that memorable vendor you want to do business with. ■

