

CAP and CUT

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# Case Study Seaport Tattoo

## INKING SUCCESS: FROM CONCEPT TO ICON

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# CRAFTING BRAND SUCCESS

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OFFICE!

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Since 2014, Cap and Cut™ has led in transforming visions into engaging narratives and immersive brand experiences. Specializing in creative design and storytelling, our Boston-based team crafts messages that resonate and compel your audience to act. Together, we'll not only make your brand's story unforgettable but also motivate your audience to engage deeply, ensuring a meaningful and actionable connection.



# SEAPORT TATTOO - BRAND GO-LIVE

Full-Service Branding, Marketing and Operations Activation

We helped Seaport Tattoo Company bring their vision to life, building a brand and retail space from the ground up, and become the premier tattoo parlor in the City of Boston.

Seaport Tattoo partnered with our agency to refine their brand identity through sophisticated marketing strategies and premium promotional materials. We also provided crucial support across operations, compliance, and technology enablement - drafting legal documents and procedures for safety, while integrating IT systems and software to enhance client experience at every touchpoint.

This endeavor was not merely about a commercial rollout, but also about meticulously designing an all-encompassing customer journey.

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## Services

- Branding and Marketing
- Operations and Compliance
- Technology Enablement

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## Impact

- +\$2M in Annual Revenue
- Over 250 Positive Online Reviews
- 4.5 out of 5 Stars on Yelp and Google Maps



## THE RESULT

**An enthusiastic reception firmly established them as the premier brand they aspired to become, exceeding expectations and cementing their position as a top-tier name in the tattoo industry.**

# Impact by the numbers

**+\$2M**

ANNUAL REVENUE

**+300**

ONLINE REVIEWS

**4.5**

AVERAGE OUT OF 5 STARS ON  
YELP AND GOOGLE MAPS



## Vision to Reality

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As the founders embarked on the journey of bringing Seaport Tattoo Company to life, they faced the daunting task of building a brand and retail space from the ground up.

This challenge was not just about physical construction but also crafting an entire customer experience.

They envisioned a space where artistry met technology, aiming to offer a seamless and memorable experience for their

clients. The intricacies of designing an optimal flow within the parlor, coupled with integrating cutting-edge technology for client interaction and management, proved to be a formidable challenge, testing their resolve and creativity in equal measure.

The concept was about crafting an unforgettable experience in tattoo artistry, blending a passion for creativity with an environment that exudes both comfort and class.



# Digital Branding and Engagement Strategy

Embarking on this project, our team was fully committed to creating a unique and compelling brand for Seaport Tattoo Company. The journey began with an in-depth website design and development process, ensuring that the site was not only visually striking but also user-friendly, mobile-responsive, and a true reflection of Seaport Tattoo Company's brand identity.

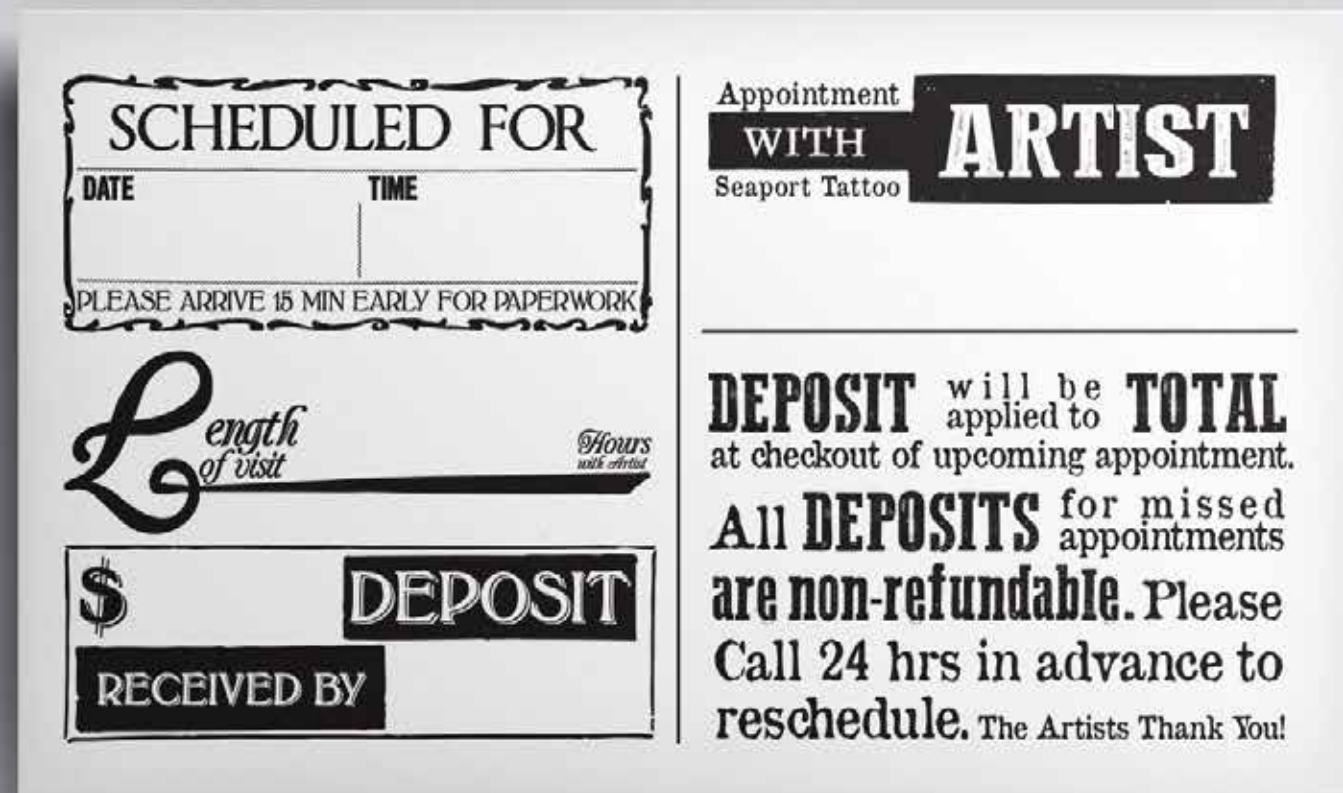
Focus was given to an integrated social media setup, ensuring consistency across all digital touchpoints. By weaving Seaport Tattoo's unique brand voice and aesthetics into each social platform, the online presence was enhanced, providing a unified brand experience for visitors, no matter their point of engagement.

Additionally, we developed a comprehensive engagement plan, incorporating platforms like Maps and Yelp, vital for local discoverability and customer interaction. This strategy ensured Seaport Tattoo Company's online presence was not only vibrant and cohesive but also effectively optimized for local engagement and customer outreach.





# Client Engagement Stationery



**Business Cards** featuring a map and straightforward metro directions.



**Appointment Cards** business card-sized, designed in a vintage newspaper style, and complete with cash deposit rules and a disclaimer.



**Appointment Cards** postcard card-sized, designed in a vintage newspaper style, and complete with cash deposit rules and a disclaimer.

Significant effort was invested in branding and marketing materials. Our design team crafted vintage newspaper-style appointment cards, complete with cash deposit rules and disclaimers, available in both business card and postcard sizes. Additionally, we designed unique business cards featuring a map for driving and MBTA subway directions, ensuring clients have clear and convenient guidance to the tattoo parlor.

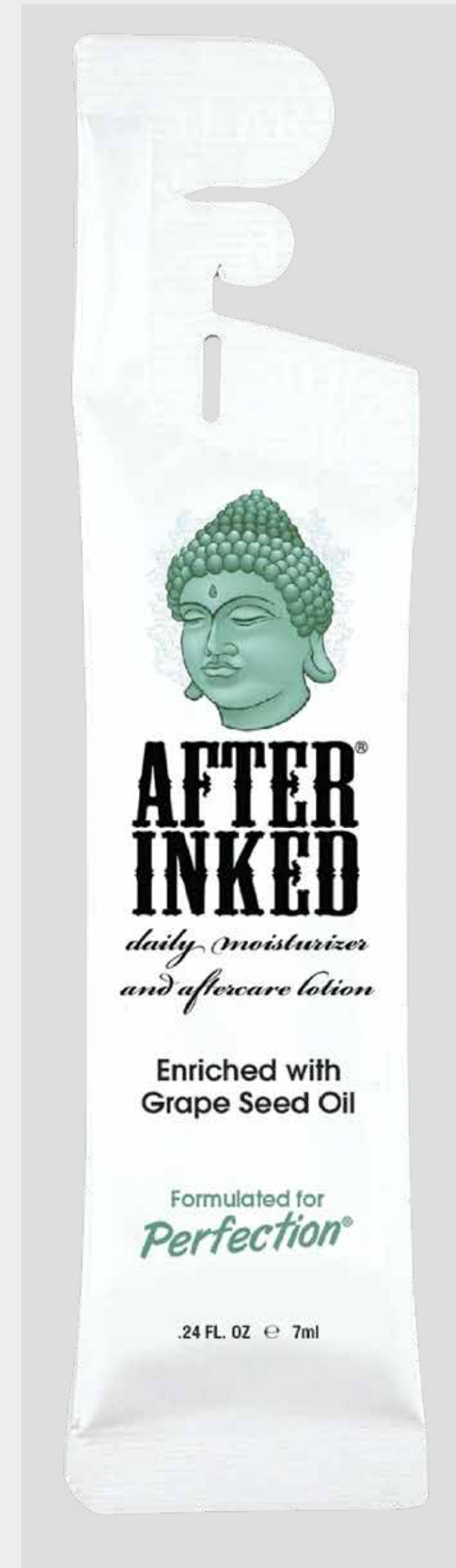
## Branded Client Gift Sets



**Pillow Boxes** crafted for client gift packaging, reflect the brand's aesthetic and add a touch of sophistication to each client's gift experience.



**Hand Sanitizer** thoughtfully included in client gift sets, is branded and specifically designed for aftercare use.



**Stickers** featuring the logo, included in the client gift sets, are of bumper sticker quality, crafted to withstand wear and tear and reflect our brand's commitment to quality and lasting impact.

Client gifts were thoughtfully designed and produced, including branded hand sanitizers and tattoo aftercare oil, ensuring each item was both practical and reflective of the Seaport Tattoo brand. Each gift set was packaged in a Seaport Tattoo branded pillow box, enhancing the overall client experience and reinforcing the brand.

## Physical Advertising



**Trade Show Buildout:** Designed and produced tents, tablecloths, and banners, all crafted to amplify brand visibility at events.



**Billboard Execution:** Strategic design, negotiation, and purchase of billboard placements for a local campaign, spanning the first three months post-opening, and evolving with updated messaging thereafter.



**Poster Creation:** Streamlined design and production of impactful, brand-aligned posters.



**Billboard Design:** Maintaining a vintage style, enhanced with a wood texture background for digital viewing optimization.

The physical advertising strategy was equally meticulous. We managed the creation and placement of billboards, choosing strategic locations for maximum impact. These billboards maintaining a vintage style adhering to the overall brand theme, enhanced with a wood texture background for digital viewing optimization. We also developed posters and trade show setups, including branded tents, tablecloths, and banners, all designed and produced to enhance brand visibility at events.



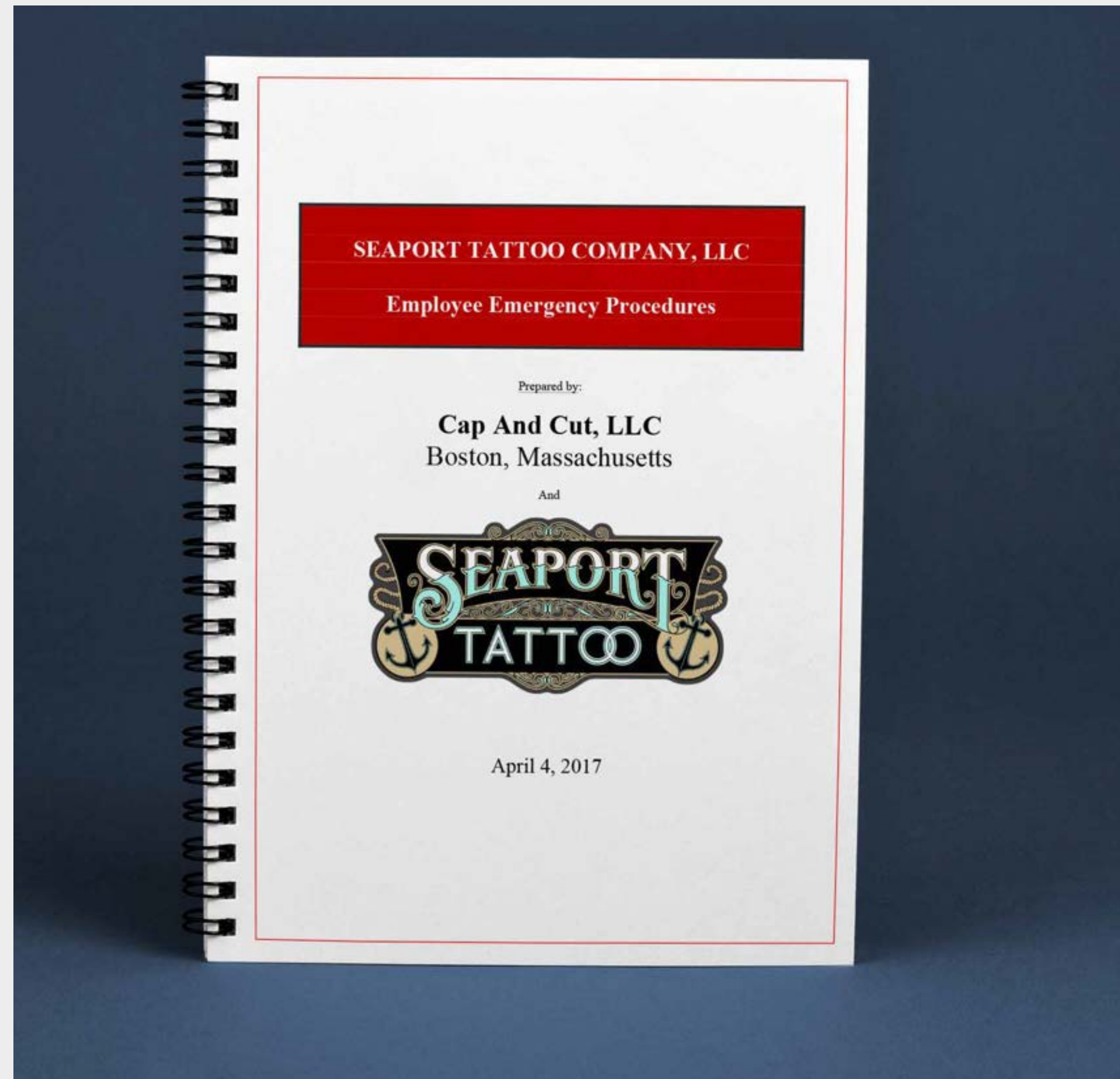


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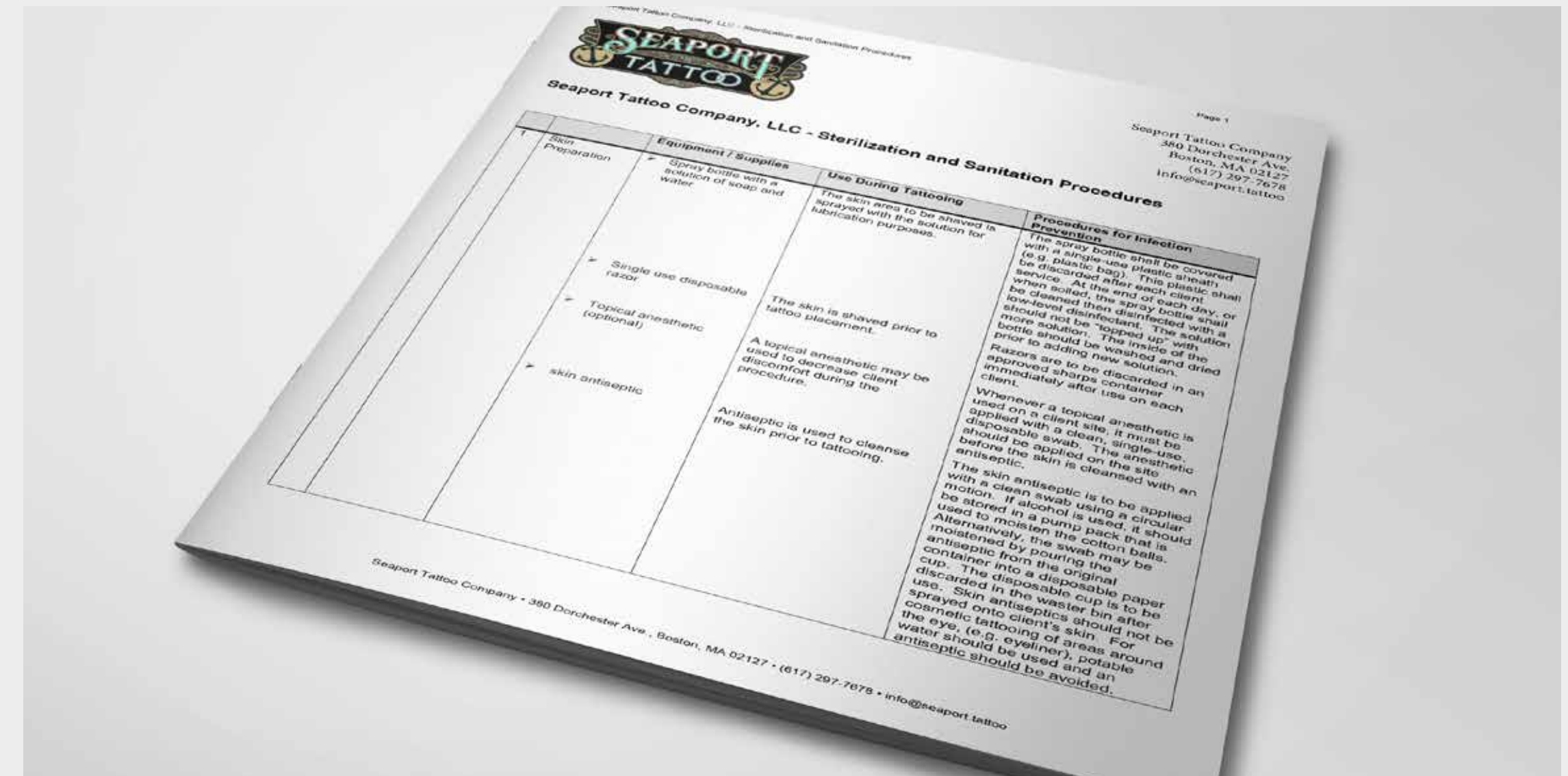
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# Compliance and Safety Documentation



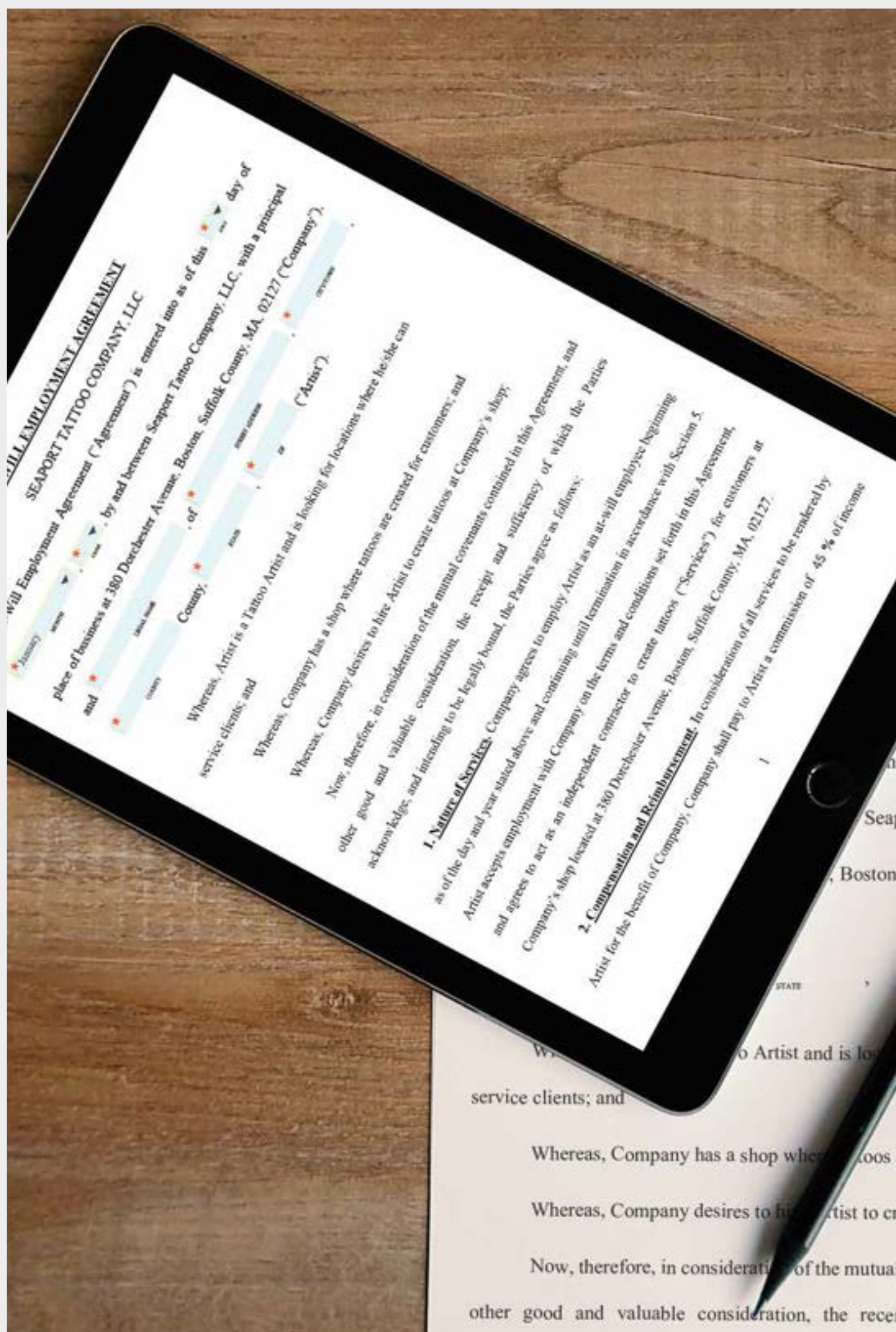
**Emergency Protocols:** A comprehensive 30-page Emergency Plan detailing procedures for scenarios ranging from medical emergencies to bomb threats, ensuring utmost safety for artists and clients.



**Sterilization Procedures:** Thoroughly researched and documented protocols to meet city and state requirements for health inspection and certification.

Our team meticulously developed an extensive 30-page emergency plan, addressing various scenarios to ensure the safety and security of artists and clients alike. Furthermore, we established stringent sterilization procedures in compliance with health regulations and prepared the necessary documentation for rigorous health inspections. This comprehensive approach not only ensured Seaport Tattoo Company passed health and building final inspections but also set a benchmark for adhering to the highest standards of professional practice in the tattoo industry.

# Legal Documentation and Digital Implementation



**Artist Contracts:** Drafted, legally vetted, and seamlessly integrated in digital format on Adobe Sign Library for e-signature tracking.



**Medical History, Waiver, and Consent Form:** Meticulously crafted with the strongest protections, incorporating city and state requirements, legally reviewed, and digitally integrated into Adobe Sign for e-signature collection on iPad during check-in.



**Digitally Integrated Contracts:** Seamlessly incorporated into Adobe Sign for efficient on-site e-signature collection and tracking.

In drafting Seaport Tattoo Company's legal documents, including artist contracts and consent forms, we meticulously researched and integrated strong legal protections and city/state requirements. Further, we streamlined these critical documents through Adobe Sign, enabling efficient on-site e-signature collection and management, thereby enhancing operational efficiency and client experience.



# Financial and Transactional Materials



**Gift Certificates:** Uniquely numbered and carbon-copied, crafted in an elegant design, complete with branding details and secure validation features for a premium gifting experience.

To elevate the end-to-end customer experience, we created vintage newspaper-style cash receipts and uniquely numbered, carbon-copied gift certificates. Each element is designed to reinforce our brand identity and offer a premium, memorable service experience, seamlessly blending security with sophistication.

**Cash Receipts:** Elegantly designed in a vintage newspaper style with carbon copies, featuring the header logo, 'received by' line, contact information, social media links, and a 'Thank you for your patronage.' footer.





## Operational Technology and Systems

Finally, our technology integration was a crucial aspect of the project. We introduced a user-friendly scheduling software, accessible via desktop for on-site employees and through iOS for remote access, ensuring seamless scheduling and operational efficiency. The front desk setup included a VoIP service integrated with emergency 911 and Google Phone, alongside a POS system offering multiple payment options. Our comprehensive client onboarding procedures, supported.

### Front Desk

- VoIP Setup with Free Service
- Google Phone Integration
- Emergency 911 Integration

### POS System

- Square Store and System Setup
- PayPal Backup Credit Card Option Setup
- QuickBooks Setup & Integration

### New Client Process

- Networking iMac, iPad, Scanner
- Adobe Sign Integration
- Client Onboarding Procedure
- Onsite/Remote Scheduling Software

## The Outcome

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The impact of our collaboration with Seaport Tattoo Company was a spectacular achievement.

Since opening the business has continued with their phenomenal success, rapidly earning widespread recognition. Seaport Tattoo Company garnered over 300 glowing reviews, achieving an impressive average of 4.5 out of 5 stars on platforms like Google Maps and Yelp. This enthusiastic reception not only enhanced their visibility but also firmly established them as the premier brand they aspired to build.

The store's annual revenue, exceeding \$2 million, cements their position as a top-tier name in the tattoo industry.



**Ready to transform your vision into a thriving business?  
Contact us and let's build your success story together.**

**LET'S TALK**  
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