

PRESS RELEASE

# Myndshift Unveils Campaign for ProFix

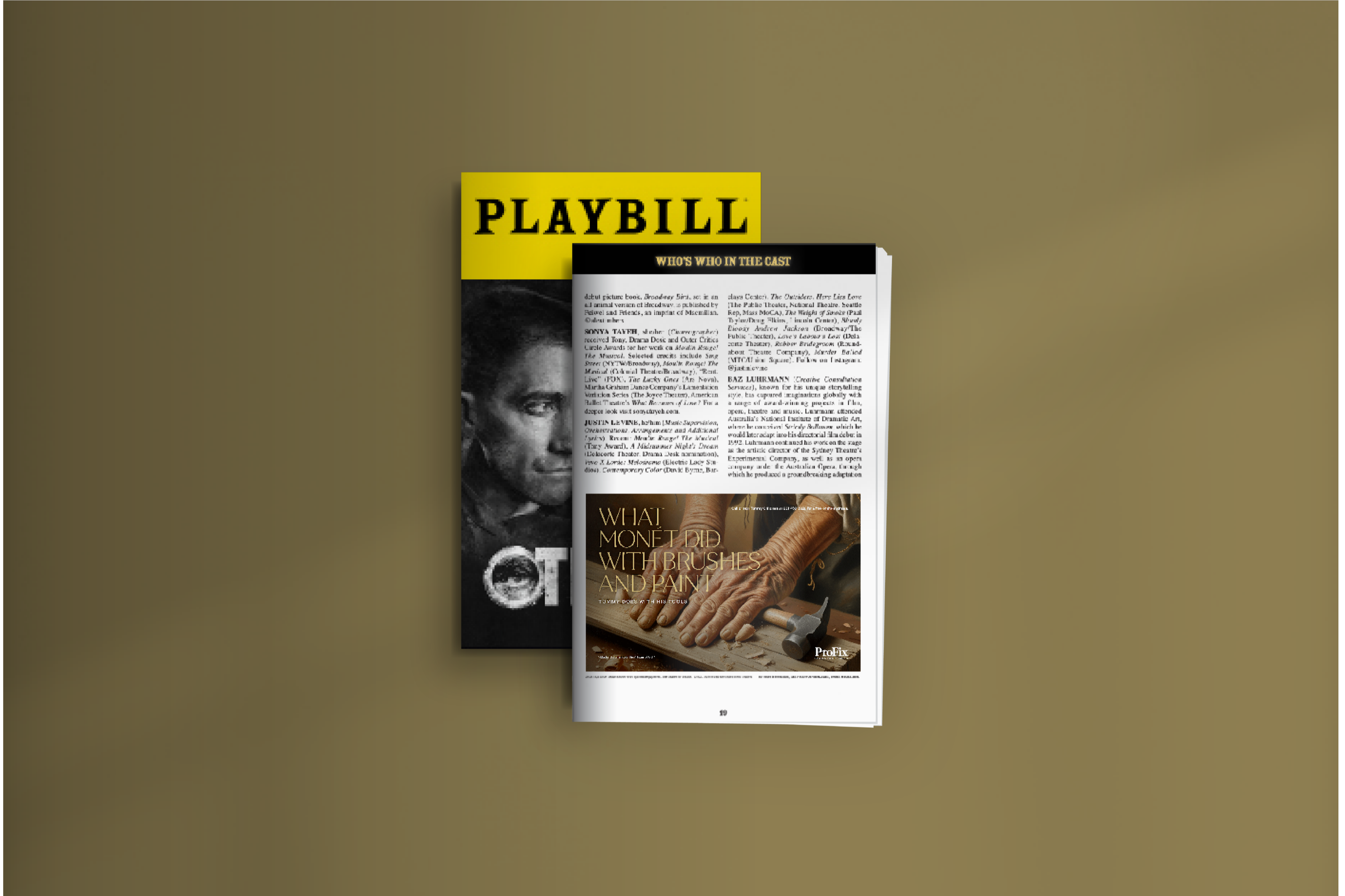
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## Myndshift Unveils New Brand Identity and Campaign for ProFix

Memphis, TN. December 18, 2024—Myndshift, an independent, Memphis-based creative agency, today announced the launch of a new branding campaign and visual identity for ProFix, a premium handyman and home services brand focused on serving real estate professionals and discerning homeowners.

The work represents a bold departure from category norms, drawing inspiration from the craftsmanship, discipline, and timeless artistry of Renaissance masters. Rather than relying on generic trade visuals and expected messaging, the new ProFix brand elevates the perception of home services—positioning the company as a trusted expert where skill, precision, and pride in the work matter.



“Our goal was to help ProFix stand apart in a crowded, look-alike category,” said Jeffrey White, Founder and Creative Director at Myndshift. “By grounding the brand in the spirit of classical craftsmanship, we created an identity that signals quality, professionalism, and attention to detail—before a single word is spoken or tool is picked up.”

Myndshift’s work for ProFix included brand strategy, logo and identity design, messaging, and a fully integrated campaign system designed to scale across digital, print, and sales touchpoints. The resulting brand not only differentiates ProFix visually, but also gives the company a clear, ownable story—one that resonates with real estate agents who rely on trusted partners to protect their reputations.

For ProFix, the rebrand marks a strategic shift from being seen as just another service provider to becoming a premium partner—one aligned with excellence, reliability, and craft.

“This wasn’t about decoration,” White added. “It was about redefining how the brand shows up in the world—and making sure every touchpoint reflects the caliber of work ProFix delivers.”

The new ProFix brand and campaign are now live.

### About ProFix

ProFix is a Memphis-based home repair and craftsmanship company led by owner and master craftsman Tommy Childress. Known for detail-focused work and unwavering discipline, ProFix serves homeowners, real estate professionals, and partners seeking high-quality repairs and finish work.

### About Myndshift

Myndshift is an independent, Memphis-based creative agency specializing in brand development, campaign creation, and strategy-driven marketing. The agency rejects siloed thinking in favor of fully integrated approaches—aligning advertising, digital, social, and experiential to deliver measurable results. Myndshift founders, small businesses, and growing brands who want to stand out, think bigger, and build something unforgettable.

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