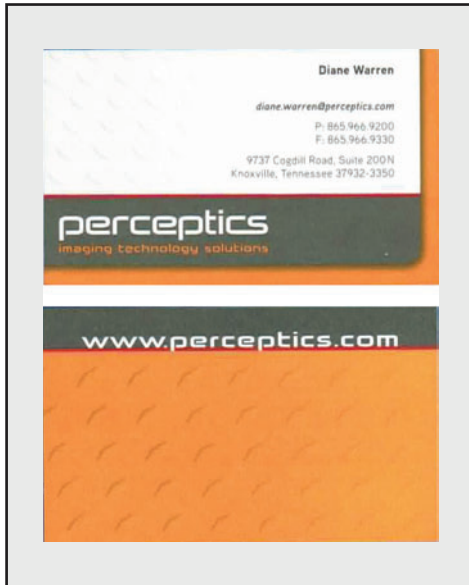


Bounceology

The Science and Art of Bouncing in Business and Life



Infusing New Branding with Tenured Staff and Government Customers

Study

This client has outstanding products that have helped to keep borders and facilities safe for decades. Under new management the objective was to BRAND the company and explain very technical products in a way that assured a connection to the solution of a more secure homeland. At the time, post 9/11, the country was alert to the homeland security color coding and the company's products were focused on car and truck border crossings. The plan also needed to incorporate and update a very old logo to which the tenured employees and management team were very proud of. The challenge was to update the company branding while maintaining the historical perspective of the very successful company.

Recommend

Diane and the dynamic design team at Texas Creative recommended a plan that (1) adjusted the logo with some simple updates, (2) created a package of materials showcasing the product with photos and (3) developing a palate for the brand using the shades of red to yellow relating to the alert status of the work at the border.

Activate

Diane organized and facilitated development of the materials and integrated them into the selling process inside the company.

Results

The company rallied around a new branding look that impacted their sales collateral, their trade show activities, all employee communication tools, press materials and the physical office design of their headquarters. Using the palate the team brought the company into this decade with style and energy providing a launch pad where the new management team could drive culture and marketing.

Bounce this way...

(Useful Ideas)

It is not always easy to re-brand a company, especially one that has been doing things successfully for 25 years. For this project it was very important to secure internal buy-in and at the same time find a branding strategy that would resonate with the customers and government buyers who needed technical information. It was determined that buyers would be more interested in the information if it was colorful and interesting, while being technically accurate and professional. Here are some useful tips in such situations:

- 1 Consider the history of the company
- 2 Survey the management and employees to find out what is important to preserve
- 3 Ease into recommendations with an eye to change
- 4 Once management agrees to a new branding direction, brainstorm on how to infuse the direction into everything in the company
- 5 Police the brand for internal compliance
- 6 Clean out old materials so there are no conflicting messages going to the customer
- 7 Prepare a budget for the changes (marketing, physical plant, communication, outside events, employee and HR activities, etc.)
- 8 Launch and celebrate the change internally and externally
- 9 Monitor the plan and create new ways to infuse the brand in phase two – what more can you do to extend the brand once the initial phase is complete

Bounce SHOW and TELL...

(Examples of this work)

