

CASE STUDIES



ACUITY

Acuity, from CTB McGraw-Hill, is a comprehensive assessment solution designed to guide classroom teaching and improve student achievement.

Objectives: This campaign required a two-pronged approach that created product awareness and provided the sales staff with an entry point into new markets.

Process: The concept needed to speak to a varied audience that included school superintendents, administrators and purchasing agents, as well as a secondary audience of teachers and students. "Discover Potential. Create Achievement." addressed the need for students to discover their potential through online assessments that help to motivate and achieve, but it also acknowledged the sales side and the importance of discovering the software's potential. BrandCharge developed a three-dimensional mailer with puzzle pieces that formed a calendar tower, as well as brochures, e-mails, postcards and Web banners.

Outcome: The client loved the pieces, and the campaign was successful at building product awareness and penetrating new markets, including a commitment from the entire state of Georgia.



ADVANCED DENTAL WELLNESS

The professionals at Advanced Dental Wellness use the latest techniques and equipment to provide quality, durable dental care. With a focus on overall dental wellness, they strive to make the entire patient experience comfortable and use non-invasive procedures to maintain or restore their patients' teeth to full dental health.

Objectives: The primary goal of this project was to create a logo and identity that effectively communicated the scope of the practice to both current and potential customers, with an overarching focus on dental wellness. At the same time, it needed to reflect the practice's use of technology and the ongoing focus on education and customer care.

Process: The solution involved re-branding the practice, positioning the entire practice as technologically advanced. The new identity included everything from a new logo to brochures, Web site, outdoor signage and storefront. This created a commanding street presence that showcased a classic, strong, fresh and healthy dental practice.

Outcome: The new identity was extremely well received, both on the part of the dental practice and also from the clients' perspective. Overall, it helped to facilitate a seamless transition from the old to the new.



EMERSON NETWORK POWER

Emerson Network Power delivers software, hardware and services that maximize availability, capacity and efficiency for businesses.

Objectives: The goal of this campaign was to generate interest, awareness and immediate results for the new Liebert DS, an update to the company's popular precision data center cooling system.

Process: The concept, which highlighted the product's attributes, addressed the specifying engineers on their own terms. A "Cool-Aid" dimensional mailer challenged them with a building straws kit, and served the dual purpose of reinforcing the customization of the product.

Outcome: The Liebert DS direct-mail campaign generated an outstanding response that included a \$250,000 sale within the first week.



FIDELITY/PUBLICIS USA

For more than six decades, Fidelity has been helping people pursue their personal financial goals. The company's focus has always been on long-term success and stability for its customers.

Objectives: As the creative partner for Fidelity's Publicis Benefits Transition Campaign, we were asked to create a communications package that boosted Publicis employee participation in the company's 401(k) plan. Since employees in the creative industry are typically more concerned with their passion for creative than their financial planning, the campaign needed to engage and inform them—and successfully gain their participation.

Process: The "Creative Juices" campaign infiltrated Publicis offices with campaign materials, including a full-size vending machine complete with custom cans of "juice," electronic communications, presentations, promotional items, and elevator/office bulletin boards. Benefits were highlighted in a non-threatening way that gained interest and prompted action.

Outcome: In an industry where enrollment is traditionally low, the results were phenomenal. Participation in the company's 401(k) plan jumped to 90 percent from just 69 percent a year earlier. The highly successful campaign received many accolades that included being featured in The Wall Street Journal and Graphic Design USA magazine's design annual, as well as several national awards.



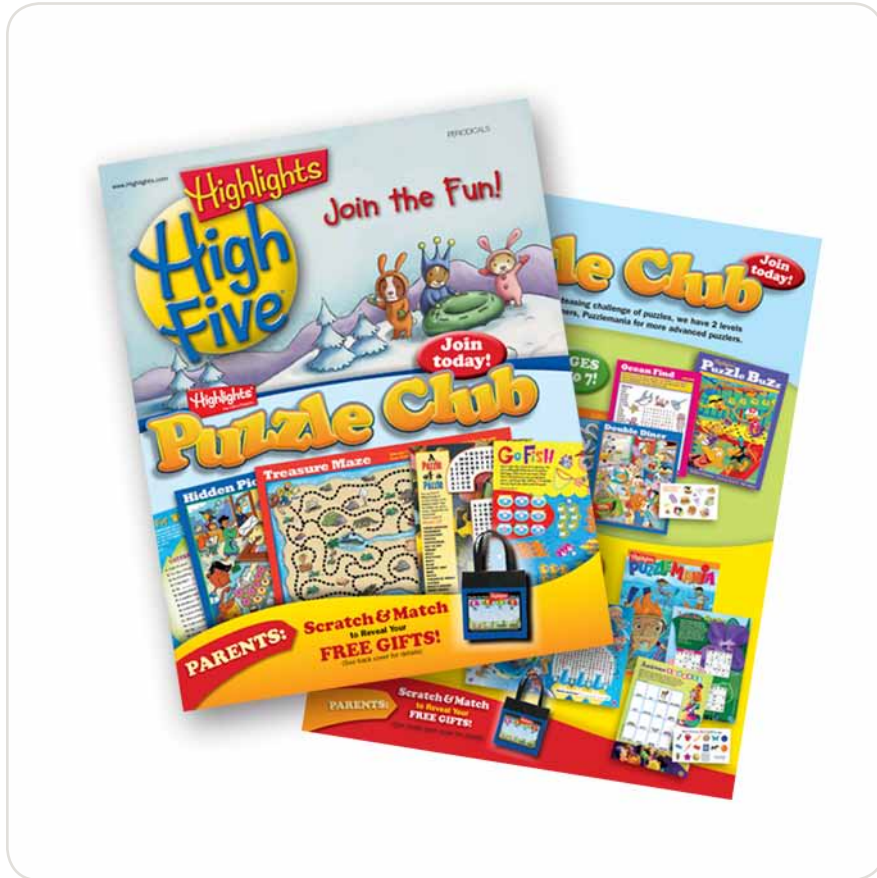
GRADY MEMORIAL HOSPITAL

Grady Memorial Hospital, which is part of the OhioHealth system, provides comprehensive quality healthcare to one of the nation's most rapidly growing counties. For more than 100 years, the professionals at Grady have been delivering compassionate, personal care to this diverse population.

Objectives: In an effort to grow the hospital's customer base, they decided to establish an ob/gyn practice that would initially be located on-site. The practice needed a name, logo and identity, as well as an integrated campaign to create awareness.

Process: The multi-faceted campaign crossed several platforms, and included everything from mailings and an overview brochure to e-mails, banner ads and a string of ads in the suburban newspapers. The goal was to build a client base that would demonstrate loyalty to the practice, and consequently, the hospital as well. The primary theme, A Lifetime of Care, sent a message that the ob-gyn practice could meet the individual healthcare needs of its patients regardless of their stage of life.

Outcome: Due to the success of the campaign, the ob/gyn practice was a freestanding entity in only six months, dramatically exceeding the initial goal of one year.



HIGHLIGHTS

Highlights is the long-time publisher of the popular children's magazine with the same name. Today, the company has expanded its family of products to include a new magazine for younger children, High Five, as well as games, puzzles and crafts in books like Puzzlemania, Puzzle Buzz and Which Way USA?

Objectives: The overarching challenge was to effectively communicate the Highlights brand and simultaneously engage the audience in a way that elicited a response to the mailing.

Process: Because these products are for young children, Highlights always incorporates a bright color palette combined with graphics that are energetic, free-flowing and fun. This piece stayed true to that strategy with eye-catching graphics and engaging content.

Outcome: The client was happy with the results, and the mailing was well received by its audience. Based on a year-to-year comparison, this mailing achieved the highest-scoring response rate compared to all previous Highlights mailings.



HYNES INDUSTRIES

Hynes Industries, a steel company based in Youngstown, Ohio, has been a major player in the metalworking industry since 1925. The company built its reputation as an industry leader that delivers high-quality products, cost-effective solutions and superior customer service.

Objectives: Hynes Industries needed a new, modern identity that reflected its long-standing industry expertise, as well as its expanded services and deliverables.

Process: In an effort to refresh and invigorate the brand, a thorough competitive analysis, brand boards and color analysis was conducted to determine overall direction. The campaign ultimately included everything from a new logo, posters and signage to an updated and expanded Web site.

Outcome: The campaign resulted in a less-fragmented, more unified brand and message that included the company's many products and services. And, a bonus benefit of improved employee morale had a positive effect on overall efficiency.



SCHOOLSin™



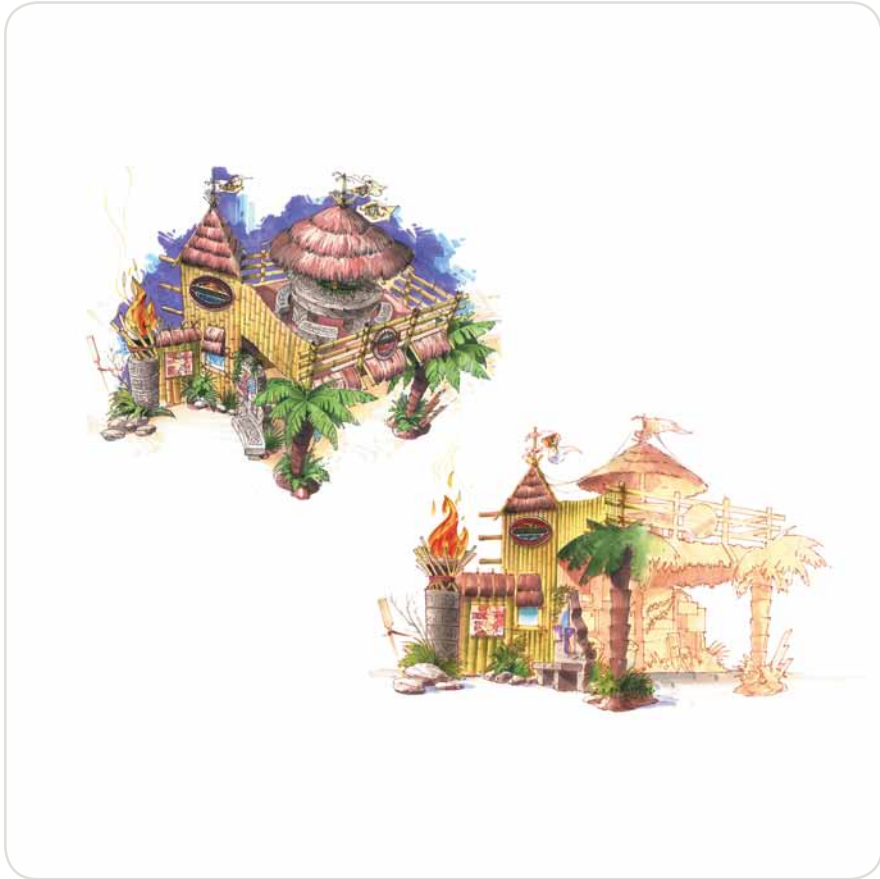
SCHOOLSIN

As an online retailer that supplies furniture and materials for educators and school staff from preschool to college, SCHOOLSin offers a diverse lineup of high-quality items at low prices.

Objectives: SCHOOLSin needed a brand that would effectively communicate across multiple channels, differentiate it from the competition, and focus more on the customer experience.

Process: To begin the process, SCHOOLSin adopted an iconic symbol—the raised hand in a classroom setting—to improve its identity and immediately connect it with the education market. Improvements to the Web site yielded an outcome that is more retail-driven, with increased visibility for the various promotions.

Outcome: Not only was the client elated with the results, but SCHOOLSin received numerous compliments and requests. The highly formulated communication increased awareness, improved site navigation and provided a more consistent customer experience. The end result was a dramatic uptick in business.



STERLING COMMERCE

Sterling Commerce is a market leader in B2B integration, secure file transfer and multi-channel selling and fulfillment. As part of IBM, the company offers solutions that help companies redefine commerce.

Objectives: Sterling Commerce wanted to stand out and increase its exposure at technology trade shows. By increasing visibility, the company hoped to drive more people to the exhibit and in turn generate highly qualified sales leads.

Process: The solution, "Surviving the E-Business Jungle," included retrofitting a 40-foot by 50-foot trade show exhibit that featured bamboo, thatch roofs, a torch and virtual reality theater. Attendees could register to view product demos and a virtual reality presentation. To qualify prospects, a game show format helped to identify superior leads and then provide that information to sales associates.

Outcome: Not only did the booth stand out from its high-tech competitors, but more than 1,000 attendees visited the booth during the E-Business Expo in New York City. Over 40 percent of these individuals were identified as highly qualified prospects.