

C

A

S

E

in

P

O

I

N

T



SITUATION

P MSI implemented a new go-to-market strategy and brand architecture requiring the reenergizing of the existing brand. **MARCOM point.solutions** was engaged as a brand consultant to provide go-to-market strategy, creative direction, messaging, image positioning, corporate identity standards, marCom solutions, and operational processes.

METHODOLOGY

- Assess current branding and marcom processes, and identify gaps
- Review and analyze existing web site
- Review collateral tree structure and existing collateral
- Conceptualize message platform and look-and-feel

CONSULTING SERVICES

- Brand Strategy
- Marcom Collateral Production
- Brand Messaging and Content Development
- Creative Direction
- Editorial Oversight and Quality Control

SOLUTION

- Corporate identity standards, visual identity system, brand DNA
- New brand messaging, value proposition, vision/mission
- Internal brand campaign, executive messages
- New collateral tree structure, including: corporate overview, capability overviews, award-winning-quality calendar, product and solution at-a-glance sales tools
- Fresh web site content and home page animation
- Creative services and RFP-response processes



marcomsolutionsguru.com