



SITUATION

Salzer Group and Bleuphish Technologies jointly invested to form Salzer Technologies. This new company required a new overall brand positioning, rebranding of its web site design and content and development of new branded collateral. **MARCOM point.solutions** was engaged to provide strategy, creative direction, content development, and thought leadership.

METHODOLOGY

- Assess current branding
- Identify existing elements to include in refreshed brand
- Review and analyze existing web sites and collateral
- Identify what collateral is needed to deliver the message
- Conceptualize message platform and look and feel

CONSULTING SERVICES

- Refresh current branding elements
- Reorganize and redesign the web site to support the new go-to-market strategy
- Brand messaging
- Creative direction

SOLUTION

- Developed new brand navigation and functionality
- Designed animation for web site home page
- Rewrote the web site content
- Wrote a corporate overview and four solution overviews
- Developed new tag line visual identity
- Defined visual identity graphic concept to support the new brand image

