

Integrated Brand Awareness

MCR part 1



the BRIEF

MCR is an I.T. Reseller specialising in multi-vendor hardware maintenance and networking solutions. While they had experienced constant growth over the past nine years, they recognised the need to raise their profile within their target market.

the OBJECTIVES

1. To develop a corporate identity that clearly positioned MCR in the I.T. market.
2. To increase brand awareness of MCR to 70% unaided within their target market.

As a secondary objective, MCR wanted to utilise the Y2K issue as a key message to generate additional sales.

the STRATEGY

The I.T. industry is essentially a complex series of high involvement decision making. It requires constant review and updating as the lifecycle of most products is extremely short. Adrenalin's strategy was to create a logo that was modern, could be utilised in all types of media and that communicated MCR's positioning. The campaign was to recognise that I.T. is a complex issue and utilise Y2K as an immediate reason to consider MCR. Creatively, the campaign was to have a strong brand presence and clearly demonstrate MCR's new corporate identity.

the SOLUTION

Adrenalin developed a logo that clearly distinguished MCR as a modern, forward thinking company. The logo used the existing colour mix from the old MCR logo to create some synergy between the two.

A subsequent campaign incorporating industry magazines, mainstream press, direct mail and telemarketing was developed that utilised a "puzzle" concept to communicate the complexity of I.T. decision making. Use of the complete logo in the headline aided awareness of the new corporate identity and communicated the corporate positioning.

the RESULT

The campaign delivered on the desired brand awareness which was tracked via the telemarketing. Additional sales were generated which provided the necessary R.O.I.

Adrenalin
...what a great idea