

Brand & Corporate Imagery

NDC

theBRIEF

1. To position NDC as a major player in the highly specialised field of the design and construction of communications networks.
2. To use this positioning to create awareness of NDC and its capabilities to its target audience: existing and potential customers and potential project partners.

theSTRATEGY

Establish a corporate strapline, positioning, and a media strategy to create the desired awareness.

theSOLUTION

Adrenalin created a corporate image and subsequent guidelines, an image staple and creative positioning that clearly communicated the essence of NDC.

A series of awareness Ads and airport light boxes were created to demonstrate the positioning in a number of capability categories using different network technologies.

The Ads were packaged with the succinct headline:

"We make your net work".

Adrenalin also proposed and managed the application of these images to the 1,000+ vehicles that NDC had on the road at any one time...portable billboards!

theRESULT

Helped increased awareness of NDC within their target market to 87% within 12 months.



Adrenalin
...what a great idea