

THINK MARKETING NEWSLETTER

THINK TECHNOLOGY

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Think Marketing Garners Top Industry Award for Tactara Website



Think Marketing's work on the Tactara Website (www.tactara.com) won the 2012 Hermes Platinum Award for website design. With over 4,700 entries from throughout the United States, Canada and several other countries, Think's collaborative work with Tactara stood out.

Tactara, a growing company within the email technology space, was looking for a compelling website with the primary purpose of recruiting talent. The website was designed to draw attention to the diversity and talent that have become hallmark features of the Tactara culture and brand. Instead of creating a website that would function as a lead generation tool, Tactara desired a site that would connect with its highly-talented forward-thinking prospective employees in the tech community.

With most B2B websites focusing on lead generation and capture, this was a special opportunity for Think to develop a website that interacted with the Tactara audience differently—emphasizing Tactara's real people, leaders and the thinking around their services. Using inviting non-stock photographic images of actual Tactara staff and a modern "sliding pane" navigation, Tactara's website visitors get to experience the company as if they were walking through their doors in person—leaving them with a strong sense of the company's overall vibe, as well as an understanding of what they do.

To learn more about how Think Marketing can help you use your website to better connect to your employees and customers, please visit us at www.thinkmktg.com.



Case Study: Brand Identity Refresh



A leading provider of executive suites, Premier Business Centers selects Think Marketing to relaunch its brand.

The Situation

Wanting to update its brand image, Premier selected Think Marketing as its marketing partner for a brand identity refresh. Think was hired to work closely with Premier's senior management team to produce a new company vision, mission, logo, tagline and an overall new brand identity (color palette, typography and a new look and feel). The brand identity would drive Premier's business forward after hitting a 10-year milestone anniversary, and carry the company into a new phase. The strategic work was designed to more accurately reflect the position of the company today, and inspire employees in their daily work.

Approach

Think's work illustrated that arming Premier with a better brand platform would enable it to internally communicate how every team member delivers the "Premier Experience" through their daily actions and interactions with clients. The idea behind this approach was to enlist everyone in the company as a brand ambassador. Premier then needed a new logo and tagline that better articulated and expressed the company's values and core principles.

Here were some of the other guiding thoughts we utilized for our logo development:

- Show office relevancy, if possible, because the name "business centers" does not necessarily imply office space to the target audience

Before



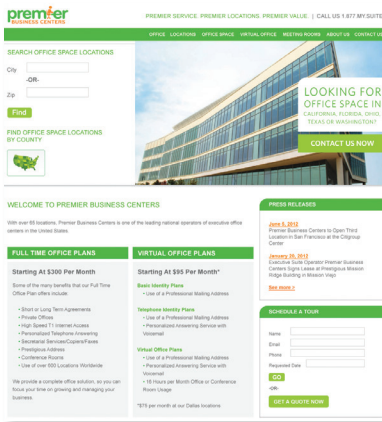
- Express or imply the key thought of helping move Premier's clients' businesses forward
- Be very readable and make use of space appropriately for building signage
- Present best-practice logo design (very clean, readable, not detailed artwork that is hard to reproduce and not intuitive)
- Help Premier's brand visually stand out in the marketplace

Since most of Premier's lead generation comes from the online space, Think also utilized the knowledge of how people respond

to colors online. Both green and orange are great colors for people to emotionally connect with, and they produce the most "action" online.

Additionally, the combination of the two colors will help Premier stand out. The colors also provide visual impact on signage and deliver a real physical presence.

After



Results

Premier also expanded Think Marketing's role to redesign the new Premier website, bringing the brand to life online, creating a more user-friendly, pleasant and engaging experience.

To read the in-depth "Case Study: Brand Identity Refresh," please visit our website at www.thinkmktg.com.