One2One
marketing, inc.

COMPANY REBRANDING

One 2 One Marketing Case Study

The Situation:

One of our contracted clients announced their plan to spin off a major part of their company into an independent company. Later that year, they officially changed their name. One 2 One Marketing was enlisted to introduce their new name and logo to employees and advisors.

The Solution:

One 2 One Marketing worked with the Advertising and Brand team to create a useful package of business supplies featuring the new name and logo. Package included pen, mouse pad, post-its and badge holders. In addition, we provided a number of other items that employees could request for use with vendors and clients such as mugs, luggage tags, key fobs, caps and t-shirts.

Our client wanted to present the 10,000+ sales force with a unique item that featured the new logo and could be displayed in their offices. Thanks to the creativity of the One 2 One a l·NJʅŜǘʎyƎ team and established relationships with vendors, we won the bid after competing with 5 other companies. Our relationship with our vendors allowed us to deliver the product in a very compressed time frame. The result was an attractive silver picture frame with an etched logo and a compass to symbolize the guidance the company can provide to its clients.

The Result:

The Advertising and Brand team were thrilled with the quality of the products, pricing, customer service, and our ability to meet tight deadlines. Based on our proven performance, One 2 One a l·NJʅŜǘʎyƎ was one of two organizations placed on the new approved vendor list. Overall, One 2 One a l·NJʅŜǘʎyƎ¶ă success served the entire company's promotional and branding needs by:

- Using unique, high quality items - Providing highly creative, custom, and unique, high quality ideas and products
- Staying within budget
- Meeting tight deadlines - Partnering with our supplier to meet what was considered an impossible deadline and deliver on time for the launch
- Correctly reproducing a new logo - F2ƒƒ2ǿʎyƎ l·ƒƒ ljdzl·ƒʎǘè LJNJ2ŎŜăăŜŘ ǘ2 ʎyãdzNJŜ l·Ŏ2yãʎăǘŜyǘ NJŜLJNJ2ŘdzŎǘʎ2y˜2ŦǘKŜʎNJ yŜǿ ōNJl·yŘ
- Keeping the new name and logo confidential until the official launch

"Creativity doesn't get much better than this. We were facing a major uphill battle on this project and couldn't be more happy with the results and team effort brought to us by One 2 One Marketing. Looking forward to many more years working together!"