

CASE STUDY

INTEGRATED BRANDING & COMMUNICATIONS: WFI

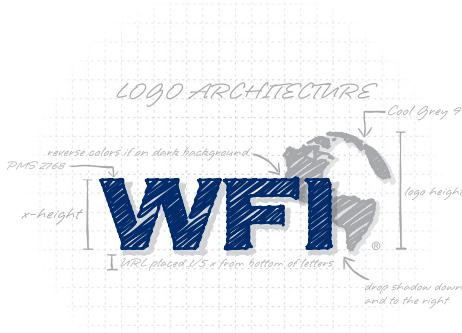
Marketing strategy and comprehensive branding guidelines lead to consistent, integrated marketing execution.

SITUATION

As the telecommunications industry expanded and contracted in the early 1990's, Wireless Facilities withstood the economic fluctuations to become the largest independent provider of network and engineering services for global wireless carriers. During this time, marketing integration was minimal and the company survived on its reputation and on a small number of large customers. In 2004, the company expanded its core competencies into the rapidly growing enterprise and government markets. The result: a high-growth, entrepreneurial company emerged with three distinct business units in need of structured, integrated marketing.

EXECUTION

The challenge was to establish a strong and versatile branding foundation from which a marketing portfolio could be developed. Branding and logo guidelines were established to provide a consistent structure and look for the marketing elements.



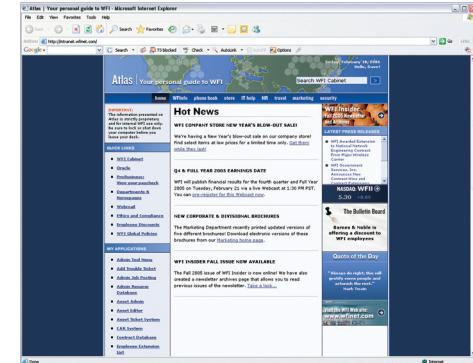
Naming Adjustment

Because of its expansion into new vertical markets, the name 'Wireless Facilities' was limiting and inaccurate. A branding strategy similar to that of IBM and GE was introduced to rebrand the company as 'WFI'. The tagline "next generation networks" was developed to describe the nature of the company's services and to position the company as an innovator.



Cohesive Look and Feel Through Templates

As part of establishing consistent logo and branding guidelines, a series of templates were created for WFI's brochures, advertisements, stationery, and electronic documents. These templates and their finished derivatives were distributed to employees and customers in both print and electronic form to ensure that all company communications shared a consistent look, feel and message.



The Web as a Communication Hub

A key challenge for WFI was the coordination of both internal and external communications. With offices throughout the world and a large-scale, remote workforce operating in the field and at client sites, a reliable location for news and information was critical. Externally, this problem was solved through the creation of a new commercial Web site. This site was developed to communicate the company's service offerings to existing and potential customers. Internally, WFI's intranet portal was redesigned to incorporate an intuitive user interface and useful employee-centric features like a quarterly employee newsletter.

RESULTS

Following the integrated marketing execution, WFI is enjoying a well-defined, consistent marketing and communications program which has directly contributed to the overall brand equity the company enjoys today.



BROCHURE & COLLATERAL TEMPLATES

Brochure templates were created based on the company's three business units. A color scheme was developed to differentiate each business unit and to provide a thematic element across the marketing portfolio. Large, open areas of white space were incorporated to aid in simplifying a potentially complex company description. A clean, contemporary personality helps to further differentiate the company in an industry known to be conservative and academic.

In addition to the brochures, two additional templates were created for one-page fact sheets and case studies. These pieces complemented the divisional brochures by adding additional technical information and real-world examples of work performed by WFI.



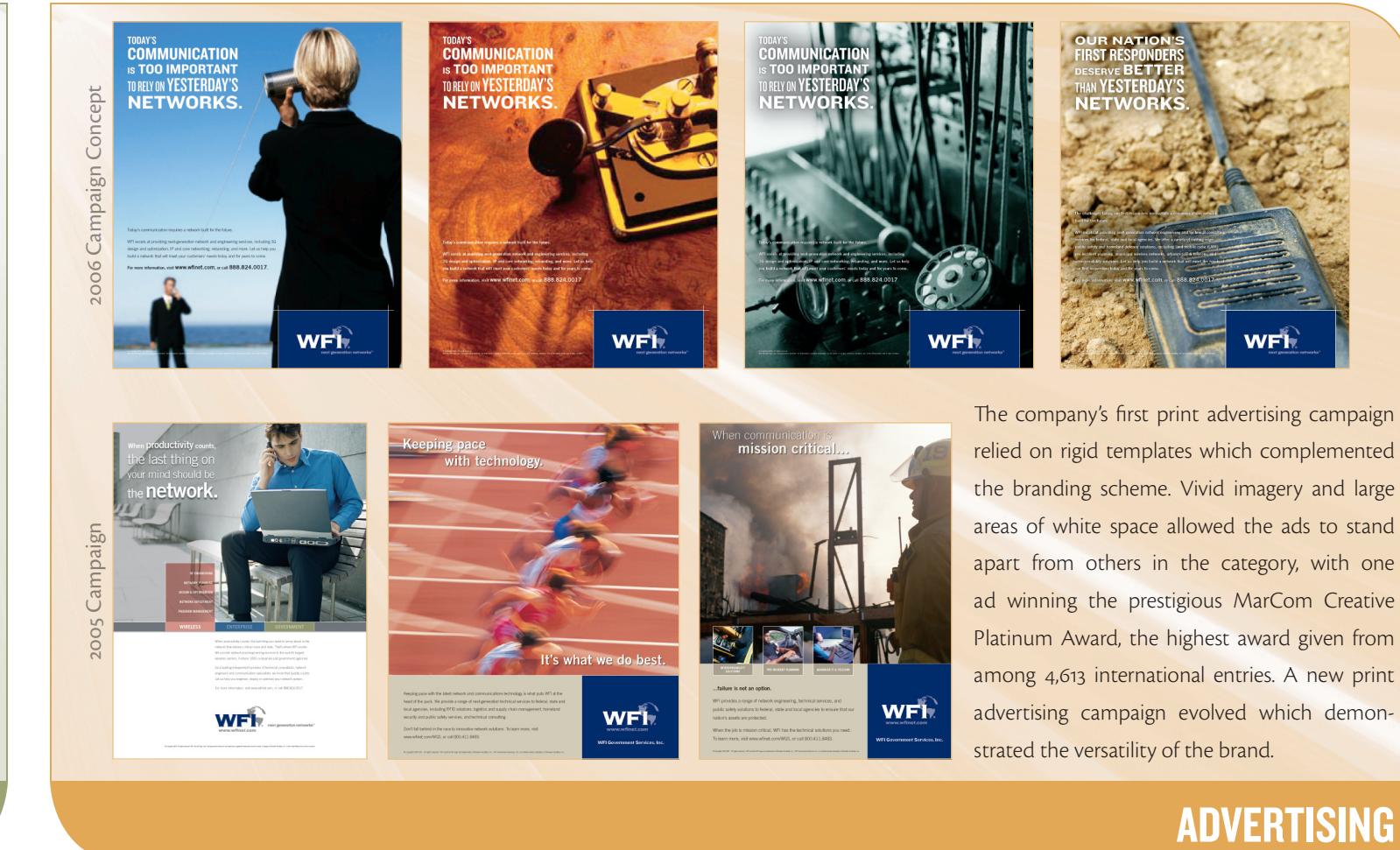
TRADE SHOW BOOTH

In addition to the company's branded materials and literature, the next challenge was to create a three-dimensional representation of the brand in a trade show booth. Limited to the space on exhibit panels, messaging had to be strong, concise and visually appealing. The pieces that were designed to brand individual company capabilities were put together in the booth to create an overall effect of the company's strength in its core competencies.



A series of business documents and templates were created to enhance the overall effectiveness and cohesiveness of the new branding scheme.

STATIONARY & PRESENTATIONS

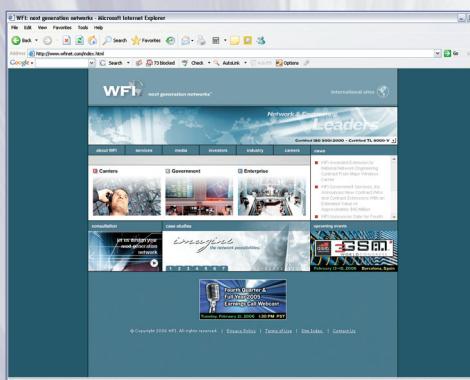


The company's first print advertising campaign relied on rigid templates which complemented the branding scheme. Vivid imagery and large areas of white space allowed the ads to stand apart from others in the category, with one ad winning the prestigious MarCom Creative Platinum Award, the highest award given from among 4,613 international entries. A new print advertising campaign evolved which demonstrated the versatility of the brand.

ADVERTISING

CORPORATE WEB SITE

WFI's corporate Web site was created to highlight its focus on three vertical markets. Additionally, the intention was to convey the feel of a high-tech consulting practice with unique colors, movement and with the addition of a subtle audio element. A subtle color scheme was selected to allow the key images and navigational elements to pop. Company news and event information were developed to automatically update. In every area of the site, users could easily contact the company or download corporate materials.



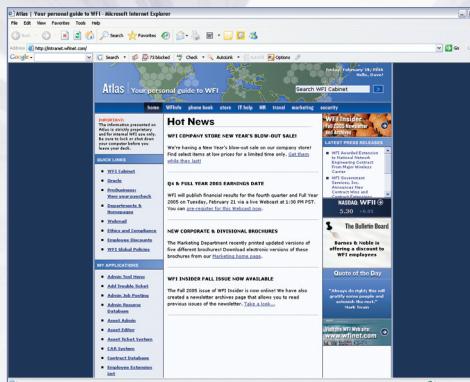
wfinet.com Homepage



wfinet.com Subpage

COMPANY INTRANET

Internal communication was critical, and the need for a robust, engaging intranet was required to keep employees informed and excited about the company's progress. The name 'Atlas' was selected as the name for the company's intranet. The interface used vivid colors and relied on frequent updates, including company news, employee announcements, stock quotes, important reminders, and inspirational quotes. Attention-grabbing icons were created to call attention to new items and enhance usability.



Atlas Homepage



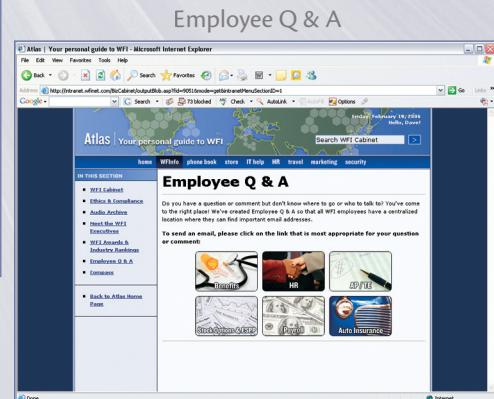
Atlas Subpage

EMPLOYEE EDUCATION

A significant challenge was to educate employees on the various aspects of the company's business which were both diverse and technical. The solution was to create an educational Web portal which could be used during employee orientations and as an ongoing reference area for company and industry information. To coincide with the intranet name of 'Atlas,' the educational Web portal was branded as 'Compass.' Additional portals were created to provide questions and answers, access to all company presentations and Webcasts, and other materials.



Compass



Employee Q & A