

A red graphic featuring a target symbol with a magnifying glass over it, and a banner below that says "MARKETING SERVICES".

MARKETING
SERVICES

ATRION CASE STUDY:

HOW ATRION MAXIMIZED THEIR BRAND.

In this rapidly changing marketplace, it's critical for resellers to create consistent, powerful identities that provide them with a competitive advantage. A reseller's brand should speak to what it is and the qualities that sets it apart. When Atrion Communications Resources (Atrion) reached out to ScanSource Services Group's Marketing Team for marketing collateral, a conversation turned into a comprehensive process that helped Atrion redefine and better communicate a clear, compelling identity for their business.

THE CHALLENGE Atrion is a network optimization and security integration company that helps customers design and manage networks with greater flexibility, scalability, efficiency and security. In early 2012, Rich Dietz, Atrion's General Manager, called ScanSource Services Group for design assistance on a pocket folder project that was already in production. The conversation uncovered a greater need for Atrion to develop and execute a new brand identity. Amanda Williams, ScanSource Services Group's Marketing Team Leader, recalls the initial conversation. "I asked if they were married to that design and content, and if it fit well with their branding, and soon realized that they didn't have a consistent brand personality or message. Every marketing tool they were using, from business cards to their website, lacked the cohesiveness of a well-managed brand," says Williams.

THE SOLUTION ScanSource Services Group's Marketing Team recommended a strategic, multi-step process for developing the look and language of the new Atrion brand. The process began with a series of three one-hour phone calls, referred to as Brand Development Sessions, that involved a highly structured format for foundational research, followed by recommendations for the main components of any brand:

- Brand Positioning Statement (the rational side of brand identity and starting point for brand messaging)
- Brand Personality (the emotional side of brand identity and starting point for brand look)
- Elevator Pitch (the market-facing version of brand positioning)
- Value Propositions (the most important and compelling brand messages)
- Priority Brand Design Projects (logo, tagline, visual personality and website)

THE PROCESS Within four weeks of the first brand development session, Atrion received a comprehensive report that covered the notes and findings from each session, plus key rebranding recommendations. One of the major issues revealed was significant internal inconsistency and external confusion about the company name. Atrion's website referred to the company as Atrion, Atrion Communications Resource, Atrion Communications and ACR. It was also revealed that there are two other IT companies called "Atrion," all three of which are spin-offs of a single Atrion.

Recommendations from the brand report not only involved a name use strategy, but resulted in a new logo, new tagline, new visual identity and new website. The branding process provided guidelines for selecting the shapes, color and font style for the logo; the key message that should be communicated through the tagline; and, the entire content and organization for a new website.

THE RESULTS Using a brand foundation for guidance in all these areas resulted in a much tighter and more powerful message. Moreover, adhering to a strategic purpose rather than personal opinions saved time and money during the guide design and copywriting process.

LOGO: BEFORE



Issues included an acronym that masked the actual company name, a business description that suggested a telecommunications rather than network company, and a map icon that suggested an international rather than regional company.

LOGO: AFTER



The selected colors subtly convey the veteran-owned status of company. The selected large, traditional font conveys stability and clarity, and the "swoosh" represents the integration aspect of Atrion's business.

WEBSITE HOME PAGE: BEFORE



From a visual aspect, the website appeared outdated and gloomy. It lacked a clear brand positioning, and non-strategic selection of feature modules.

WEBSITE HOME PAGE: AFTER



Design is based on a pre-approved page personality and content. Organization (including a tagline) is based on the brand report.

SCANSOURCE SERVICES GROUP'S MARKETING TEAM DELIVERS

In addition to creating the logo, tagline and website, Atrion has worked with ScanSource Services Group's Marketing Team to design and print new business cards and letterhead, a pocket folder with customizable insert templates, one sheet templates, and an e-newsletter template. Additional brand-reflecting projects may include brochures, vehicle wraps, and videos. Of the process, Richard Dietz, Atrion's General Manager, says, "Wow... I'm really glad we made it through this company branding and website adventure. It's been a great and valuable experience for me and I know that the rest of the management team feels the same way. I want to thank you all so much for getting us to the end of the line. Without ScanSource Services Group's help we would still be floundering with no precise direction and mission."

WANT TO LEARN MORE?

If you're ready to grow your business and need an experienced marketing resource to guide you - whether you need a marketing overhaul or simply want tools and techniques to improve lead flow - visit scansourceservices.com/marketing or call us at **866.370.6712 x5088**.

