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- 1: Corporate brand package
- 2: Ivize edible promotional campaign
- 3: Brochures with industry and product specific sell sheets and seasonal collateral
- 4: Product boxes created to serve as a walking billboard with strong use of color
- 5: Promotional items, each with a round theme to reinforce the "i" in Ivize



## :: Ivize

In the ever evolving business landscape, Copia Creative reinvented the service of document duplication in a business to business market.

Our goal was not to abandon conventional duplication, but to expand the level of service into the digital age positioning our client at the forefront.

### PROFILE:

Ivize is known for its reliable service, quality control and quick response time to meet the document duplication and scanning needs in the corporate and legal community.

### GOALS:

- Develop a visual identity designed to achieve recognition and connection
- Position the business as the leader in new technologies
- Implement and manage a brand platform to create consistent messaging, advertising and communications
- Introduce the brand into new competitive landscapes with the mission of growing loyalty and therefore market share
- Align internal offices to understand brand attributes, uses and guidelines and best practices

### PROCESS AND STRATEGY:

Copia Creative began researching the industry, especially the new target locations of major US cities. Our process included thorough interviews starting with senior executives and working through managing partners of each location. Our focus was on the key differentiating attributes and defining current and potential gaps in the current marketplace. We worked through defining the core values of the brand and how to connect the brand to current and growing markets.

### CREATIVE SOLUTION:

Our analysis indicated the current name and identity, Document Solutions, held a weak position in terms of name and brand attributes. Further, in the new cities, the name led to brand confusion. Companies

## Intranet

Build an online resource to align offices with company core values, access information and tools

## Website



## U&I Loyalty Program

Custom build a loyalty program and campaign which we aptly named U&I to build rewards and redeem online

held similar names with the use of "Document" and "Solutions," also indicating the inability to properly trademark and own a strong and compelling brand. We recommended a new name, brand identity and strategy that lent itself to include the expanding digital capabilities. The Ivize name and look were designed to stand out from competitors with a distinct name, look and feel, and color palette. The unique name is a combination of "Interactive services" and "Advisors" along with a supporting tagline designed to position the company in the digital market while reflecting their unwavering client-focused approach.

Through a series of print collateral, advertising, promotional items, interactive communications and programs, our marketing strategy and creative planning included the following elements:

- Reinforce the "i" in the name and tagline indicating key brand attributes and identifiable recognition
- Design original communications and collateral
- Create campaigns targeting specific services and industries
- Custom build a loyalty program and campaign which we aptly named U&I to build rewards and redeem online
- Develop a series of premiums designed to reinforce the name and increase visibility
- Build an online resource to align offices with company core values, access information and tools

## RESULTS:

Since Copia Creative began engagement with Ivize in 2003, Ivize was acquired by a parent company bringing a new challenge to the table. The business had multiple companies acting under separate brands. Due to the market saturation, quality, consistency, and strength of the Ivize brand, Ivize became the new name across all businesses including the parent. From our initial engagement through today, each marketing collateral, promotional initiative, business solution, and internal business process improvement is created and developed inline with the brand strategy and business goals, while presenting the brand in a manner that is consistent, professional, significant and impactful.

Each re-brand launch yielded a measurable success to increase services and revenue streams to existing industries while opening new markets. Our next strategic initiative includes evolving into a new phase to increase market share in a technology driven marketplace, Ivize 2.0.



- 1: Outdoor legal campaign to raise brand awareness
- 2: Print advertising targeting the legal community
- 3: Loyalty program with custom loyalty card and mouse pad
- 4: Sales Collateral



The promotion yielded strong results in generating leads and awareness and continues to be an active vehicle.

## :: Ivize 2.0

Copia approached Ivize 2.0 with the same methodology of market research and understanding of internal and external challenges and perceptions.

Our goals included increased brand awareness and a shift in market perception from document services to full service litigation support.

Our internal launch of Ivize 2.0 started with a high profile conference where we focused on an environment and tradeshow experience including a multimedia interactive presentation and a 'green' promotion that won accolades, press, and continues to achieve recognition.

- ★ **2009 American Graphic Design Awards winner**  
"Green" Sales Campaign - Sales Promotion
- ★ **2009 Communicator Awards Gold winner**  
Environmental Advertising - Tradeshow Exhibit
- ★ **2009 Communicator Awards Silver winner**  
Integrated Campaign - Business to Business
- ★ **2009 Creativity Annual Awards Gold winner**  
Social Responsibility Conference Campaign - Green Marketing



Leaves are strategically placed throughout conferences. For each leaf returned to the Ivize booth, the company donates \$1 to the Arbor Foundation.



- 1: Multimedia presentation
- 2: Invite and follow-up webmail
- 3: Brochure

All print collateral is printed on recycled paper with soy-based ink in support of Ivize's 'green' initiative.