

## Global Branding Overview

A growing global economy provides great opportunities for US-based companies to expand their sales and distribution beyond our borders. Many foreign companies are finding new markets for their products here in the US and abroad. We understand the importance these markets play in the growth of our clients' businesses. For that reason, we have spent years developing the expertise and resources necessary to meet our clients' needs in appealing to and converting clients within these important markets.



### ADL EMBEDDED SOLUTIONS (TECHNOLOGY)

ADL approached Incitrio with the challenge of repositioning from a board to a systems and solutions company within the US and Europe. Brand alignment between the US and German office was critical in ensuring that the new brand launch would appeal to both audiences. The launch was hugely successful at Embedded World in Nuremberg, Germany where ADL announced their new positioning, new branding, and newly developed product line that elevated them above their competition.

**Services consisted of:** Branding Analysis & Strategy, Logo & Stationery Package Design, 48-page Catalog Design, Website Design & Development, Marketing Automation, 30' Tradeshow Booth, and International Rebrand Launch.

### ENN (ALTERNATIVE ENERGY)

As a Chinese-based billion dollar alternative energy company, ENN was struggling to accurately position themselves within the US and European markets. Incitrio was hired to rebrand the industrial solar panel division with imagery, design, and language that appealed to a Western audience. The end result was a huge success culminating in a Newsweek article and visit from the US Secretary of Energy to their Beijing plant as orders began streaming in from corporations and universities from the US and abroad.

**Services consisted of:** Branding Analysis & Strategy, Corporate Overview Brochure, Tradeshow Booth, Website Design & Development, and International Rebrand Launch.



### DEXCOM (BIOTECH/MEDICAL DEVICE)

Dexcom approached Incitrio to help them effectively launch the newest iteration of their insulin monitor. In the past, distributors and sales channel partners had strayed from the brand assets put forth by the US office. Incitrio was challenged to develop a product launch brochure that could serve multiple countries and continents. The final product allowed for variations on localized product photography "alone vs. on a model" for the cover, text localized per country, and localized lifestyle imagery per country. The result was a huge success in complete, consistent adoption of collateral internationally across all sales channels that stayed consistent with the US brand and enhanced global brand equity.

**Services consisted of:** New Product Brochure, Tradeshow Booth, and International Product Launch.

