

case study:

Follett Destiny

situation:

A 100 year old name in the school publishing industry needed to move all of their search and catalog software products into one, web-based \$100 K district server-wide product. The new product brand needed to:

- Retain credibility and marketplace equity of the parent (Follett) while communicating a “never been done before” new product brand (Destiny)
- Resonate the correct balance of new technology and a friendly, easy-to-implement product

process:

- Interviews with marketing staff, sales representatives, and distributors over a 4-week period — assessment of end-user opinion surveys
- Partnership with a copywriting firm specializing in the education market
- Examination of market share, competition to develop accurate distinction and product positioning
- Consulting with the client and stakeholders on corporate relationships and brand
- Established goals of the project with stakeholders

solution:

- Developed accurate parent / subsidiary / product brand relationship satisfying all research criteria
- Developed a strong, easy-to-apply product logo, symbol, and slogan line
- Developed and applied distinctive and consistent color brand and all other design elements
- Established focused messages: “Easy to use, powerful, budget conscious”

results:

- First-year sales exceeded plan by \$800 K and year by \$1.8 million
- Destiny established itself as the dominant market leader out of the box
- The brand system was effectively applied by in-house “desktoppers” onto multiple formats developed by BDi

DESTINY™

Powerful Library & Textbook Management Made Easy.

product brochure
 exhibit
 ad
 web page
 CD packaging

DESTINY™
 Powerful District Library Management Made Easy.

BRING ALL YOUR DISTRICT'S LIBRARY AUTOMATION TOGETHER ON ONE SERVER

- Easy to Install
- Designed Just for K-12
- Completely Browser-Based

Follett Software Company
 Here Today, Here Tomorrow



INSTALL IT FAST, LEARN IT FAST, UPDATE IT FAST.

Key Features:

- Single program installation on one server
- No complex programming or database design
- No complex programming or database design
- No complex programming or database design

DAVE JONES, SYSTEMS ADMINISTRATOR, SINGLE-HANDEDLY AUTOMATED EVERY LIBRARY IN HIS DISTRICT. AND HE DID IT BEFORE LUNCH.

DESTINY™
 Powerful Library & Textbook Management Made Easy.

Missing less your entire district's school library management, fast and easy. How easy? We got your library up and running in hours. Your libraries learn it in an afternoon...and it's all browser based.

The Future of Resource Management. Your Future. DESTINY. From Follett, of Course.

Call today to learn how to balance your pencil and target return-on-investment opportunities.

Follett Software Company
 800.555.5297
 www.follett.com

We help you do the impossible!

Introducing DESTINY™
 Powerful District Library Management Made Easy
EASY ON TECH STAFF

What We Do:

- Top-rated K-12 library management and standards-based searching
- Centralized, web-accessed from anywhere, 24/7

