

case study:

Underwriters Laboratories

situation:

UL is the most thorough, knowledgeable and high quality safety certification firm in the world. But over the last five years was facing growing competition from cheaper, faster competitors in the global marketplace, and diminishing brand awareness from manufacturers, retailers and ultimately the younger public. The new brand needed to:

- Revamp and revitalize a 90-year-old brand
- Address uncontrolled formats, multiple communication styles and nomenclatures at over 20 worldwide offices
- Be global in application
- Move UL to the top of the market as the leader in its industry

process:

- Initial Interviews with marketing staff, employees, customers and industry peers
- Working with multiple UL offices and types of projects, compiled a series of brand inconsistencies and conflicts to resolve
- From supplied rough formats, developed tight, usable documents for hundreds of communications from low end to high end, from print to web to advertising to display

solution:

- Created the first major change to UL master brand in 90 years, became the precursor for the final new brand
- Created a concise, simple to apply color palette — introduced yellow, a prime safety color, as one of four corporate colors
- Introduced 'people, their customers', as an image requisite to their branded materials
- Created actionable guidelines for applying the new brand to multiple formats

results:

- By developing redesign solutions for real-life UL communications, projects were completed at the same time that brand development and implementation issues were resolved
- Over two-year period BDi has become the preferred "agency of record" for UL, developing branded communications, advertising, web and exhibit promotions for national and international offices, services, and corporate communications
- UL internal brand manager could rely on BDi to accurately and effectively apply the brand to communications projects unforeseen by original brand developers

- print ad
- web ad
- landing page
- 15,000 sq. ft. convention ad
- brochures
- newsletter cover
- dvd
- product folder

Given a choice...



Consumers prefer bottled water with the UL mark.

In a recent study of 1,500 U.S. consumers, a significant percentage favored bottled water carrying the UL Mark. And, all else being equal, consumers will switch from a brand with no mark to a brand with the UL Mark.

For a full presentation of the facts, call 800.332.4345. To download a free fact sheet on UL's certification program for bottled water, visit www.ulbottledwater.com.

Given a Choice... Consumers prefer bottled water with the UL mark.

Click here to learn more.

UL Be@st Microsite

Click here to learn more.

UL the standard in safety

Underwriters Laboratories



UL is safety.

Find the Mark on 21 billion products worldwide.

www.UL.com

UL the standard in safety

Your first strike against lightning damage.

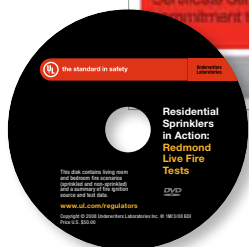


UL the standard in safety

Increase safety, minimize liability

Having a UL lightning protection system Master Label Insulation Certificate demonstrates commitment to safety.

You care. So do we.



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Residential Sprinklers in Action: Retained Live Fire Tests

This disk contains live-action and laboratory fire scenarios and includes all the information you need to know about UL's residential sprinkler tests.

www.ul.com/regulators

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DVD



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The Code Authority

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On the Cutting Edge

UL research programs address key safety issues

by Tom Chappin

For over 113 years Underwriters Laboratories (UL) has been researching ways to increase public safety and reduce tragedies related to fire, shock and personal injury hazards. Over a century ago the new, untested electrical industry burst onto the scene, progress initially marred by fire and electrocutions due to a lack of adequate safety testing and requirements. UL's early research into electrical safety and the subsequent development of safety standards directly impacted the lives of generations in public and private spheres. UL's research efforts have expanded to cover a number of key initiatives.

reduce the need for modern-day safety research. Nothing could be further from the truth.


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Underwriters Laboratories Inc.

UL TR

Taking Performance Testing to the Extreme



UL TR Performance Verification