



Corporate Brand Program for Regional Bank

Financial Federal was changing its name, and its business model. The goal of the rebrand was to represent a contemporary, efficient, friendly and approachable place to do full service banking. The new brand communicated strength, efficiency and easy to work with attributes. BankFinancial has grown from 6 branches to 21 since the brand implementation.





Employee Communications Brand Program for a Retail Pharmacy

Walgreens needed a flexible and coordinated literature system for all of their employee benefit communications. BDi proposed creating a symbol / program name to bring value and credibility to the benefits program. We also designed an easy to scan literature system, color palette, formats and typography styles so that in-house or outsourced design vendors could produce benefit updates quickly and efficiently. This brand system was made available to a variety of other communications.





Employee Communications Brand Program for a Public Offering

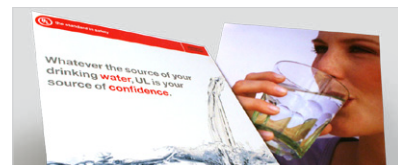
Hewitt was going public and needed to communicate strong, shared and positive messages to its 15,000 associates. BDi developed a series of pieces communicating simplified explanation of stock and options ownership in a non-threatening, confident manner. Using core messages of 'new growth — new opportunities' we created a unifying mark, nature/business photo gallery, clear chart styles, and bright colors on natural stock.





Brand Development for a Safety Certification Firm

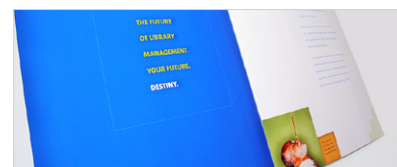
BDi introduced a solid background for the master brand mark allowing it to easily dominate any communication, pared down the color palette to four bold colors and developed clean, organized, visually engaging design appropriate for their audience and their services. We increased the use of photography of their customers and developed consistent communications across web, print, and exhibits.

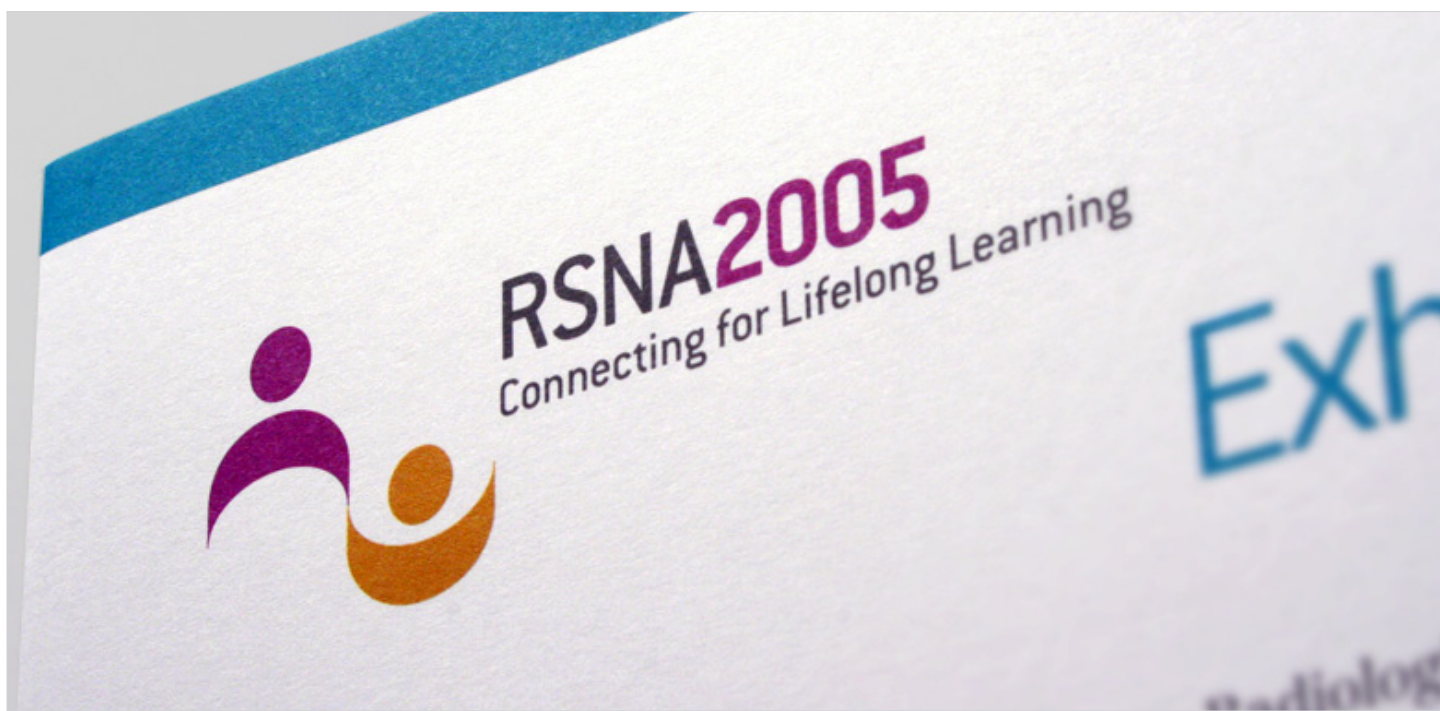




Brand Program for Educational Software

Follett Software needed a product brand design to launch a high-end, web-based product new to their industry. BDi developed “easy to learn / comprehensive to use” core values to position the product and drive messaging. We used lighthearted imagery, bold, simple copy and consistent use of bright colors to drive messaging through all brand touch-points. In the first two years of the product promotion net revenue doubled projections.

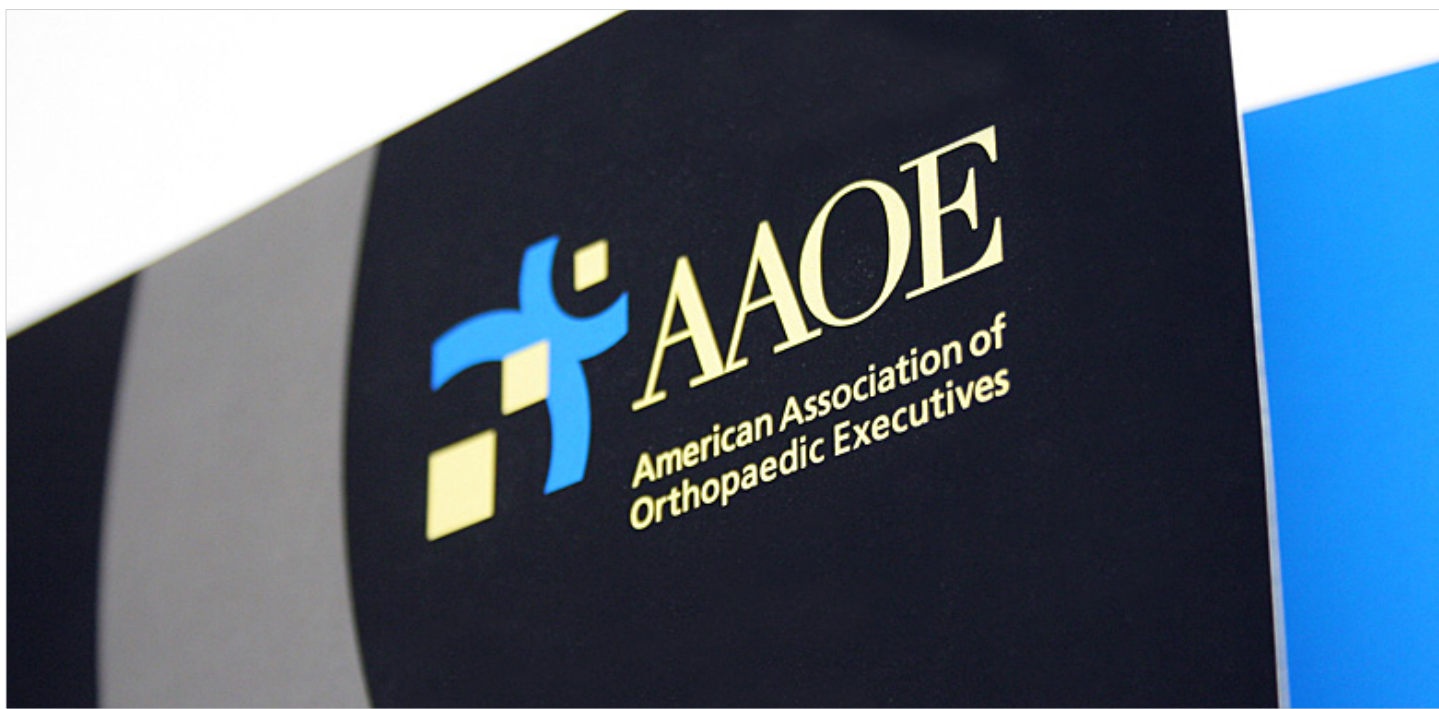




Brand Program for an International Healthcare Show

How do you stem the tide of stagnant annual meeting attendance? RSNA needed to jump-start interest and distinction of this years meeting. BDi marketing design concepts focused on the advantages of being at the show: first hand contact with peers, and technical knowledge. All graphics played off the central circular mark BDi designed for the show. The show achieved the largest meeting attendance to date, exceeding previous records by 12%.





Corporate Brand Program for Orthopaedic Executives

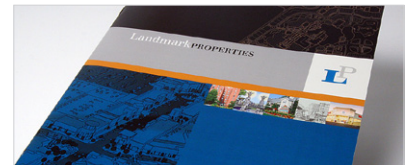
AAOE provides financial and management professionals networking and educational opportunities to improve their business. Experiencing turnover of existing members and slumping engagement within new audiences, BDi rebranded the organization to better represent its constituents, retain current members, and attract new membership. Turnover has greatly diminished and involvement grew dramatically based on association data.





Branding a Commercial Real Estate Development Firm

BDi created a brand and marketing communications strategy across multiple platforms. In addition to a master identity, we needed to develop brand architecture incorporating pre-existing identities into a Landmark 'family.' Along with unique property promotions, financial credibility and lifestyle creation capability pieces, BDi created a web presence which engages the customer and amplifies the overall LP brand.





Marketing and Brand Program for Healthcare Technology System

With a 48 percent industry market share, Rauland was launching their most advanced product in the face of a major health care competitor. Completely new messaging and marketing campaign materials that distinguished their new product were needed. We developed naming, value/benefit messaging, full creative concepts, and applied a complete brand identity for the new system. We applied the new creative to exhibits, interactive, direct mail, sales collateral and launch events. The campaign for "5 Reasons..." was the most successful in the company's 70 year history.





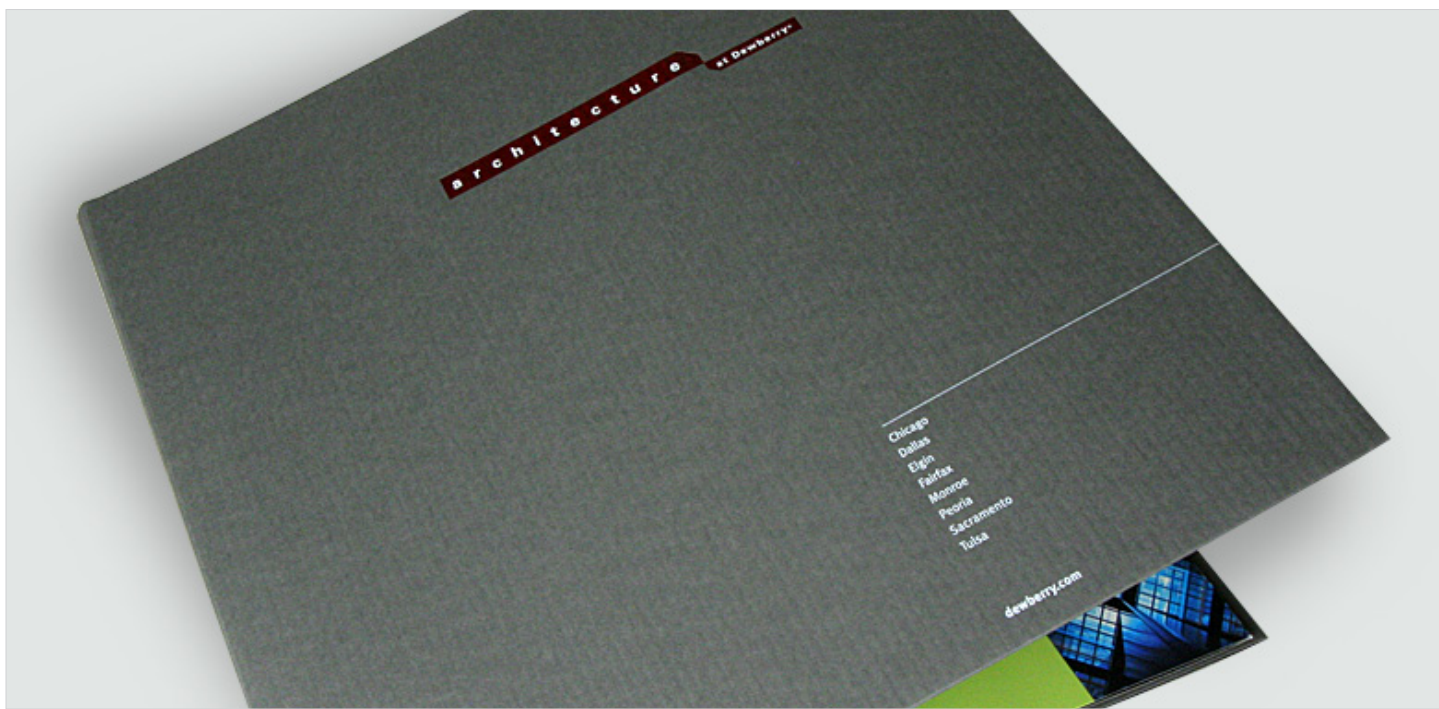
Marketing of Employee Development and Training Programs

BDi conceived several options for Abbott's internal training program communications.

Although the product or service offering may be dry, attendance and engagement is crucial.

We create concepts in a wide variety of visual categories from symbolic to photographic to illustrative so that our internal clients have the best opportunity to present and select the right solution.





Marketing Package for Architecture

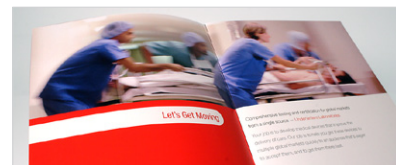
With 12 national offices, Dewberry Architects needed a high profile leave-behind piece with optimal flexibility and a long shelf life. We communicated the firm's high design aesthetic with a contemporary package design using a textured paper box folder with minimal graphics in a flexible format that could be customized to hold 6 differently sized promotions. We also designed brightly colored, oversize fold out brochures for several practice areas. Internal demand for the marketing system has been strong.





Marketing for Safety Services

BDi creates product and audience specific marketing campaigns for several divisions and services within UL. In development of a marketing strategy, we work with a client to develop clear goals and establish best potential results within a defined budget and timeline.

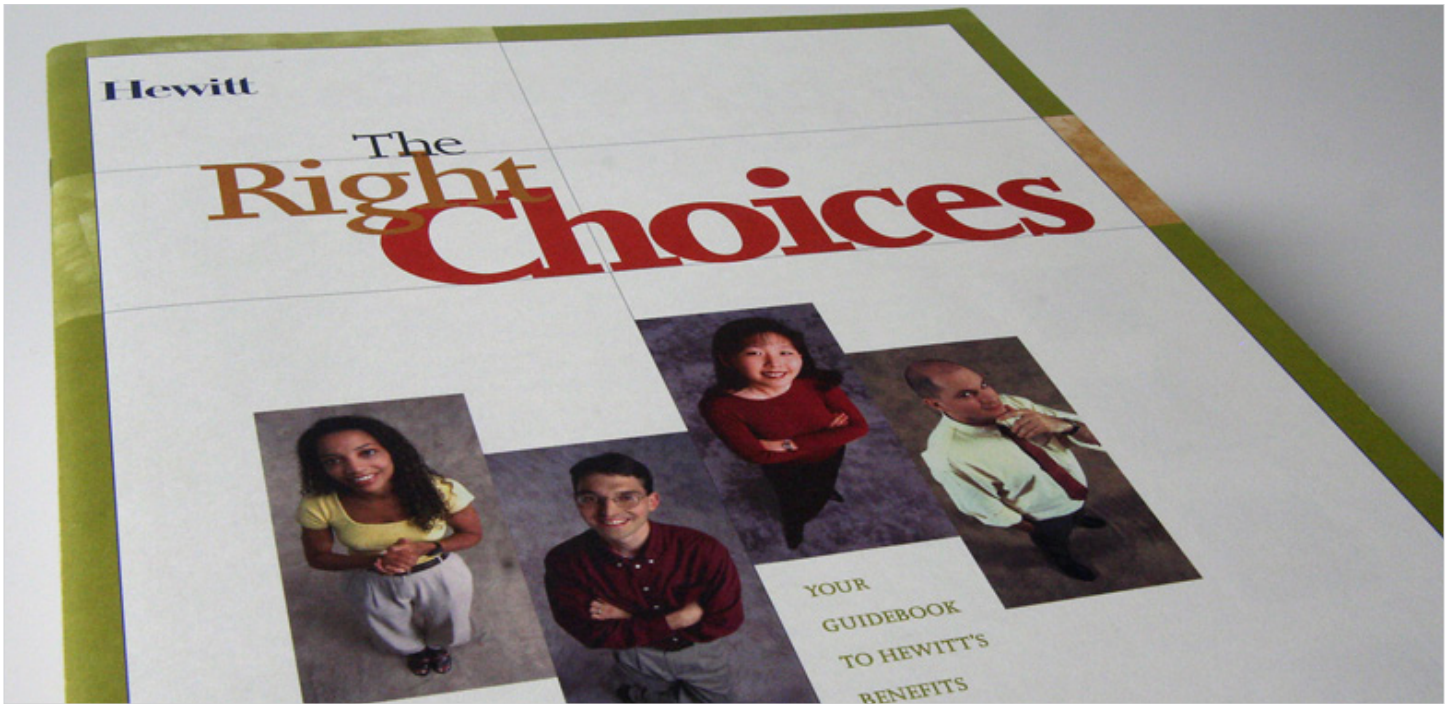




Marketing Collateral for a Healthcare Fundraising Campaign

To launch a \$100 million development campaign for this north shore healthcare system, we developed a strategy focused on communicating the importance of high-quality healthcare within a high-quality community. Creative focused on high quality, location photography of the communities case-history stand outs. Beginning in a market downturn, the campaign exceeded original goals resulting in \$152 million total funds raised. Campaign graphics were repurposed for multiple marketing opportunities.

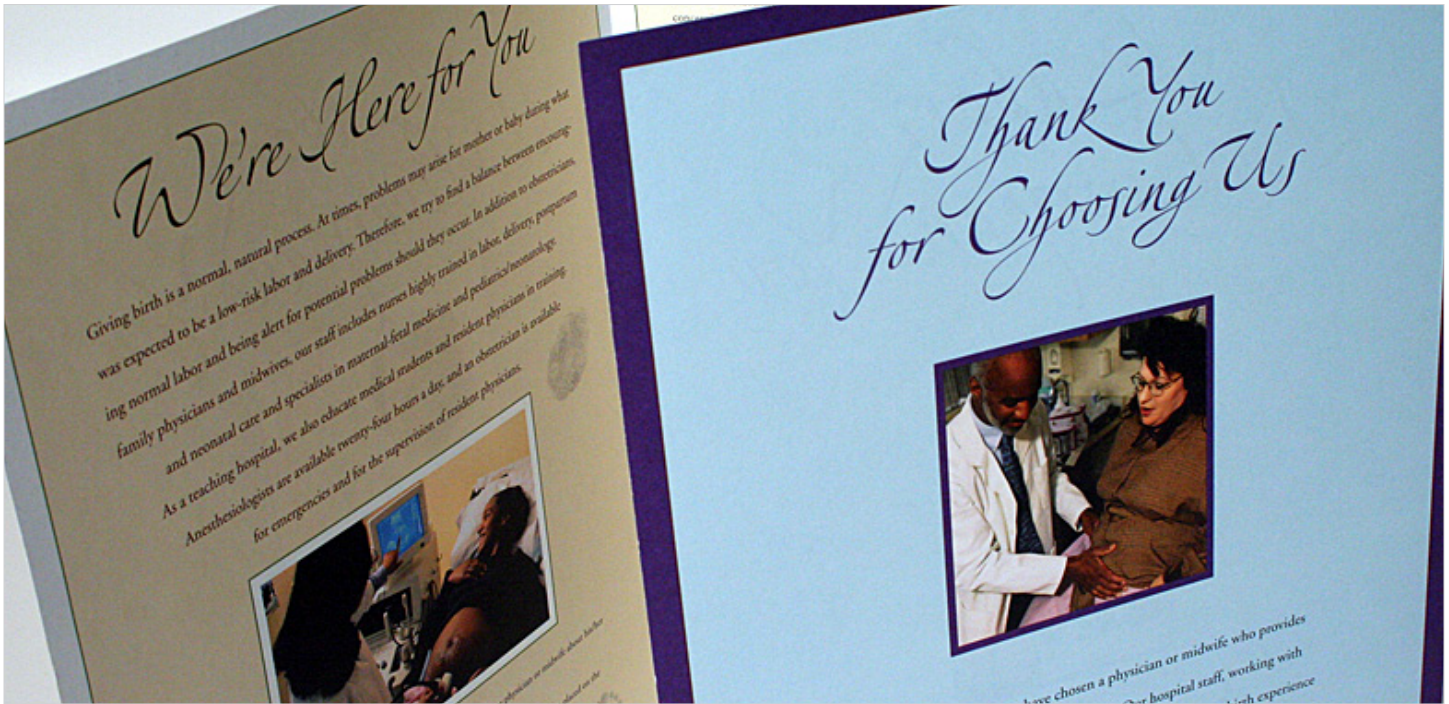




Marketing an Employee Benefits Program

Hewitt recognized that associate retention was critical for continuous growth — and that employees working in benefits actively compare their programs with other similar companies. To amplify real-life value of their benefits, our idea focused on employees testimonials accompanied by photography of them visualizing those benefits. Following electronic and staged print launch, the new program was welcomed with overwhelming enthusiasm as well as significant enrollment response.





Marketing Collateral for Birthing

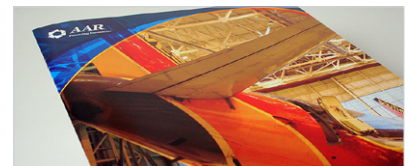
Competition for birthing services was at an all time high and ENH (now NorthShore University Health System) wanted to be a stronger player in the market. BDi developed a coordinated look for all OB-Gyne communications with the idea that a soft, comforting overall experience was the answer to families approaching what may be a mysterious and stressful life event.





Sales Collateral for an Airline Services Firm

AAR provides aircraft maintenance and rehab for major carriers. Through a review of their current print collateral we proposed creating some higher end communications for high revenue services. BDi updated the AAR colored arc providing a visual tool that could be applied to a wide variety of promotions. The idea was to let photography of their services and their current clients, in clean layout with minimal copy, speak for the value and quality of AAR.





Booklet Series for a Metals Manufacturer

A.M. Castle needed to create positive life-style based communications to inform a diverse mix of office and warehouse employees about their new benefits and retirement packages. BDi created an energetic, colorful and vibrant design that was carried through additional communication vehicles that accurately illuminated the value of Castle's commitment to their employees..

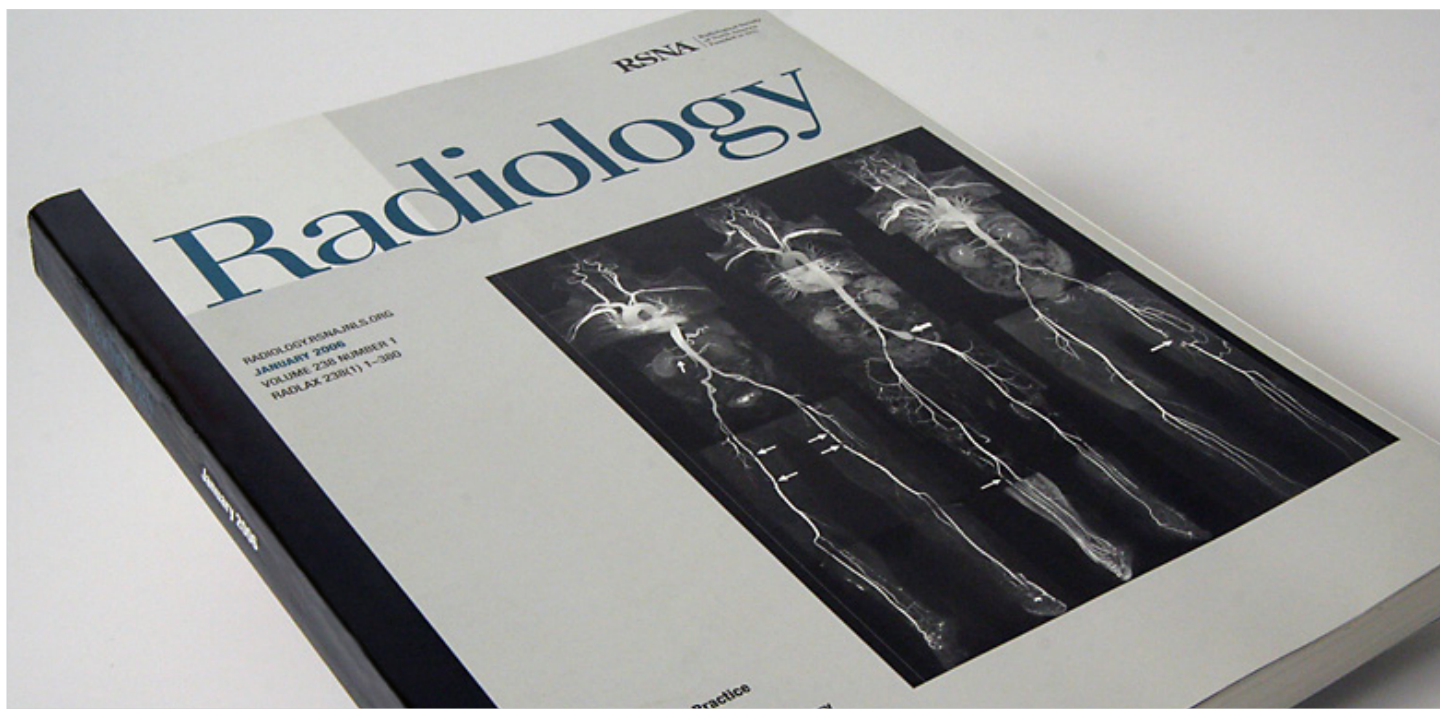




Engineering Better Newsletter Design

Existing newsletters to engineers were heavy on text and light on visuals. BDi found inexpensive visuals and created bold, colorful layouts that engaged readers in highly technical content raising the quality and entertainment attributes of quarterly publications. Clean structured layouts allowed easy scanning and raised the value of the content and the source.

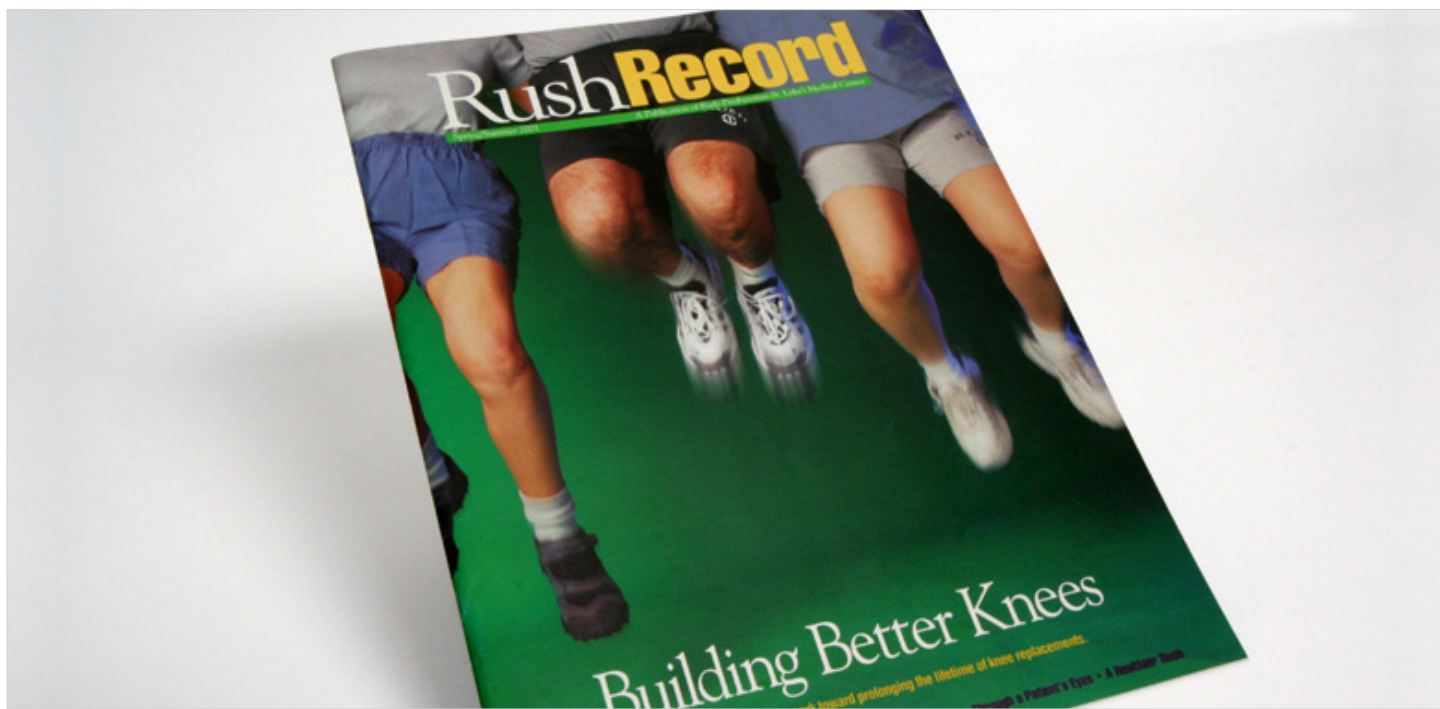




Redesigning a Healthcare Tradition

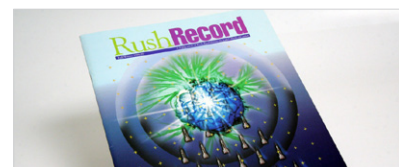
RSNA's flagship journal was a medical tradition. Breaking scientific journal tradition, our cover idea was a system for artfully displaying x-ray or digital images, making every issue unique, raising interest and value. We redesigned the interior with a classic but high-tech aesthetic, introduced a unique second color and added side tab navigation. Response was overwhelming raising brand value of RSNA as a high quality content provider.





Magazine Design for a Leading Hospital

For peer institutions and philanthropy audiences, Rush's quarterly magazine needed to be both informational and entertaining. Adhering to tight budgets and timelines, we planned and executed custom photography and unique editorial design that brought a fresh direction to each magazine. Because the lead stories were so popular with recipients of the magazine, we created one-story downloadable pdf files to handle multiple requests for reprints.

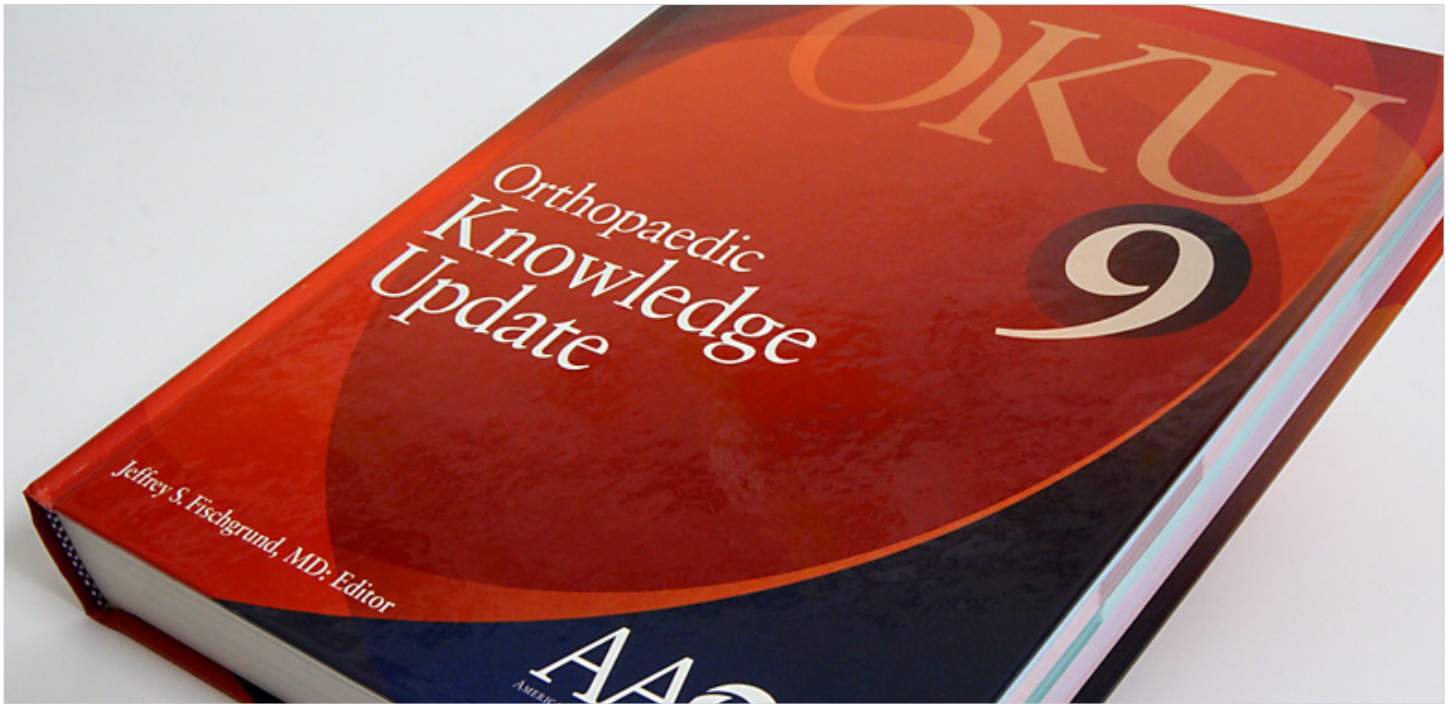




Bringing the Community Home for Healthcare Marketing Campaign Momentum

We worked with ENH through concept, then art directed captivating location photography within the surrounding community, capturing the essence of “world-class medicine close to home.” The newsletter became a vital conduit for fundraising momentum, photography was repurposed for several other communications and events.

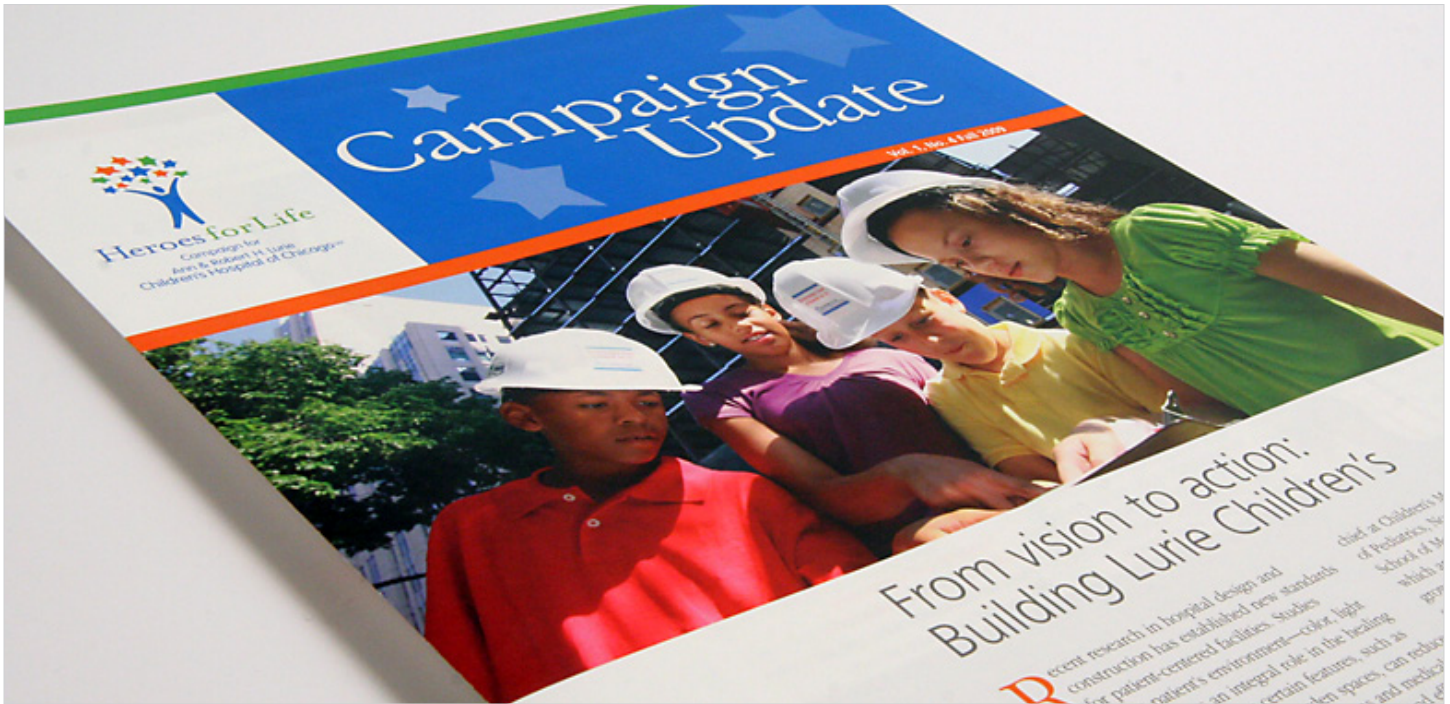




Design of Medical Textbooks

AAOS was experiencing increased competition from publishers of expensive medical education books, we redesigned the first series of books using a four color palette for fast reference coding, simple, easy to scan page designs and increased use of visual displays. The book was awarded a "Best Design" award in its category, became a top seller, outpacing previous same title releases.





Newsletter Design for a Fundraising at Children's Hospital

Children's needed a bright, lively newsletter to announce and communicate with their donors during the fundraising and building of their new hospital. BDi created a custom sized, 6 panel newsletter allowing for large photos and easy reading. We also developed funding progress meters that adopted the campaign's overall graphic identity.

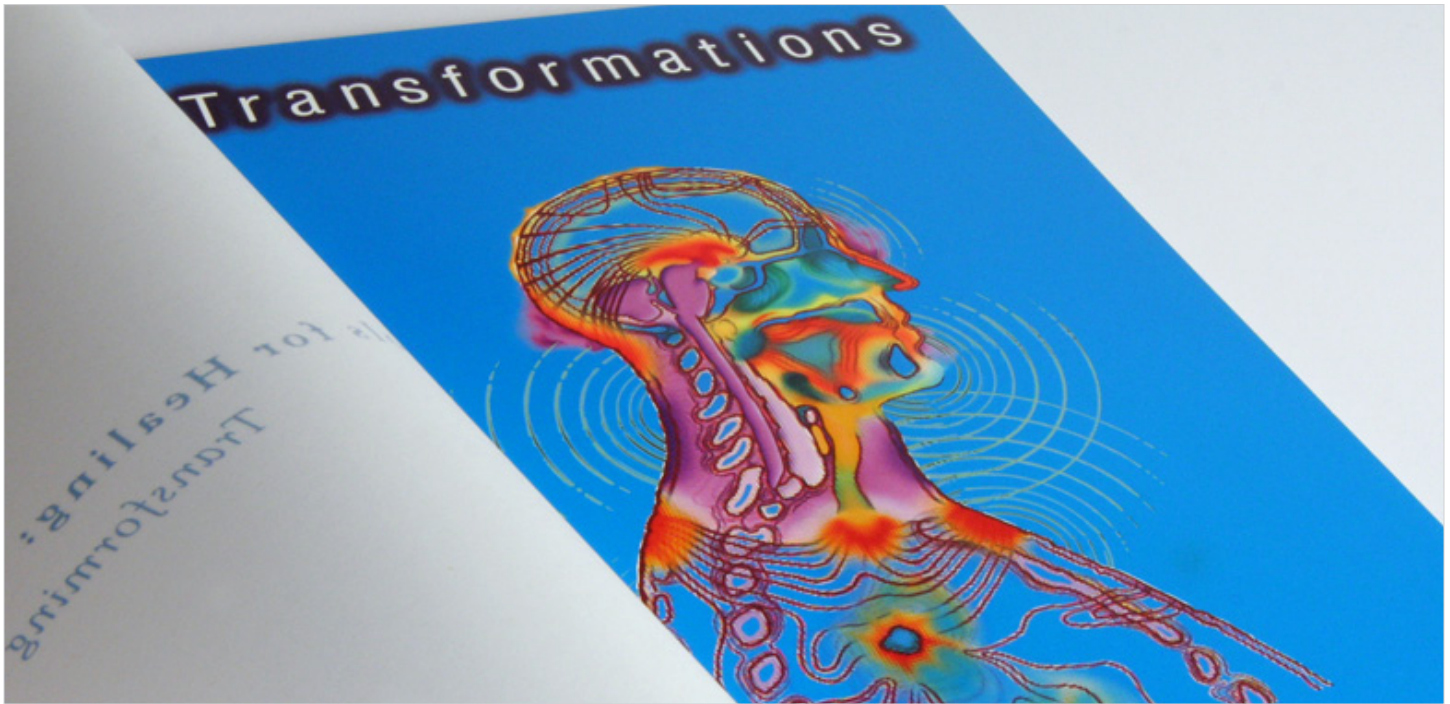




Packaging a Successful Year

Hewlett had a great year and wanted to tell every associate why, and how, they accomplished it. The idea started as a monthly calendar of events/accomplishments. We translated this idea into an oversized 'Daytimer' spiral bound book. We also packaged a look ahead video into a elegant boxed set. The package was an overwhelming success with employees proudly displaying their copy on their bookshelves.





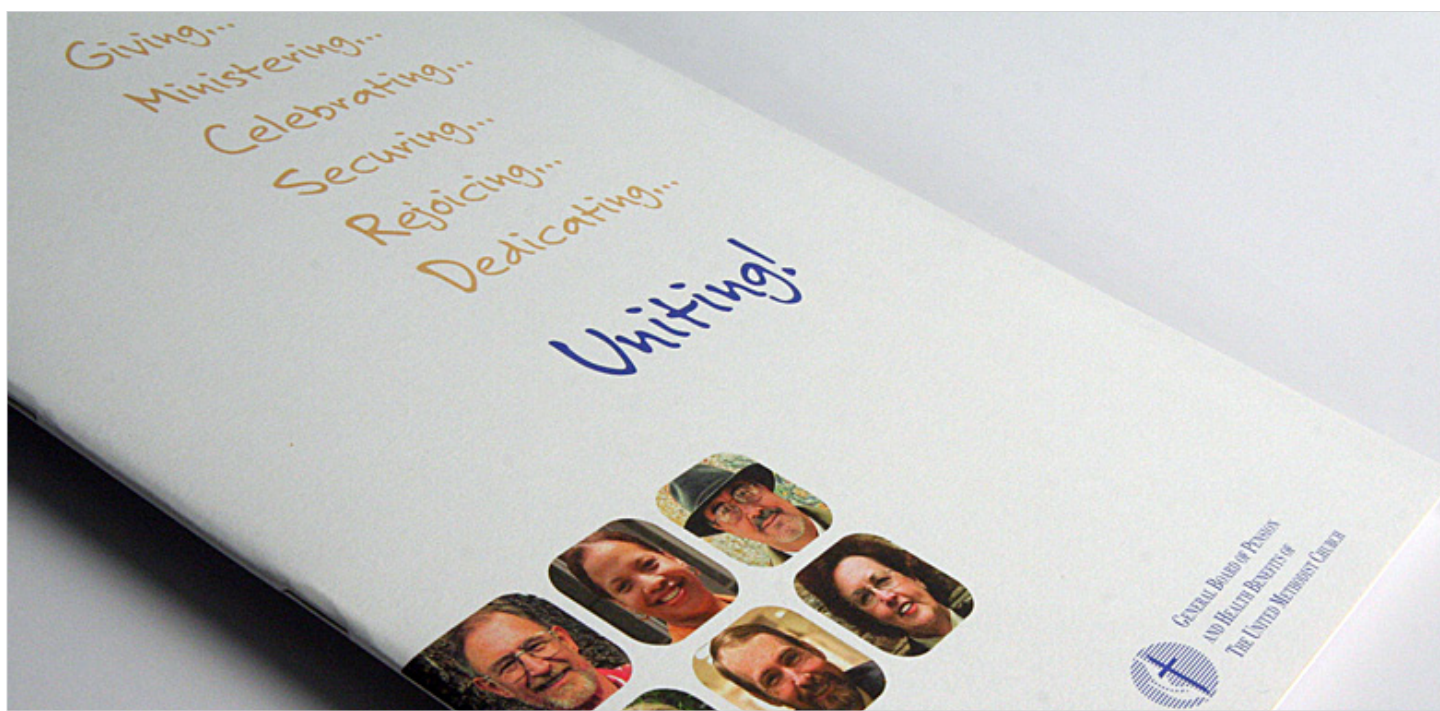
Annual Report for a Metropolitan Hospital

As the CEO explained “going under the surface of medicine is what Rush is all about.”

BDi created a custom illustration and translucent overlay cover to emulate ‘going under the surface medicine.’ We balanced warm, black and white, on-location photography with high tech color close-ups to highlight the research, innovation and discoveries of the year.

The book was celebrated as the most significant annual Rush had ever published.





Annual Report for a Pension Fund

As the pension fund for all Lutheran associates, the message needed to clearly and emphatically say: giving back. We designed an economical process to take realistic, day-in-the-life photography of actual personal case histories across the US. Hand-written fonts, natural paper, and a diary book size contributed to a warm, honest report devoid of saccharin. The report was the most significant communication developed for the Board.





Annual Report for a Hospital Research Center

Breaking down complex details and accomplishments into bite sized chunks, then unifying those chunks to clearly communicate results and accomplishments is a continual goal of effective annual reports. We developed three divisions of content then conceptualized and executed full page location photography to segment the content. What emerges is an as easy to understand, entertaining and visually rich communication that brings credibility and significance to incredible accomplishments in children's healthcare research.

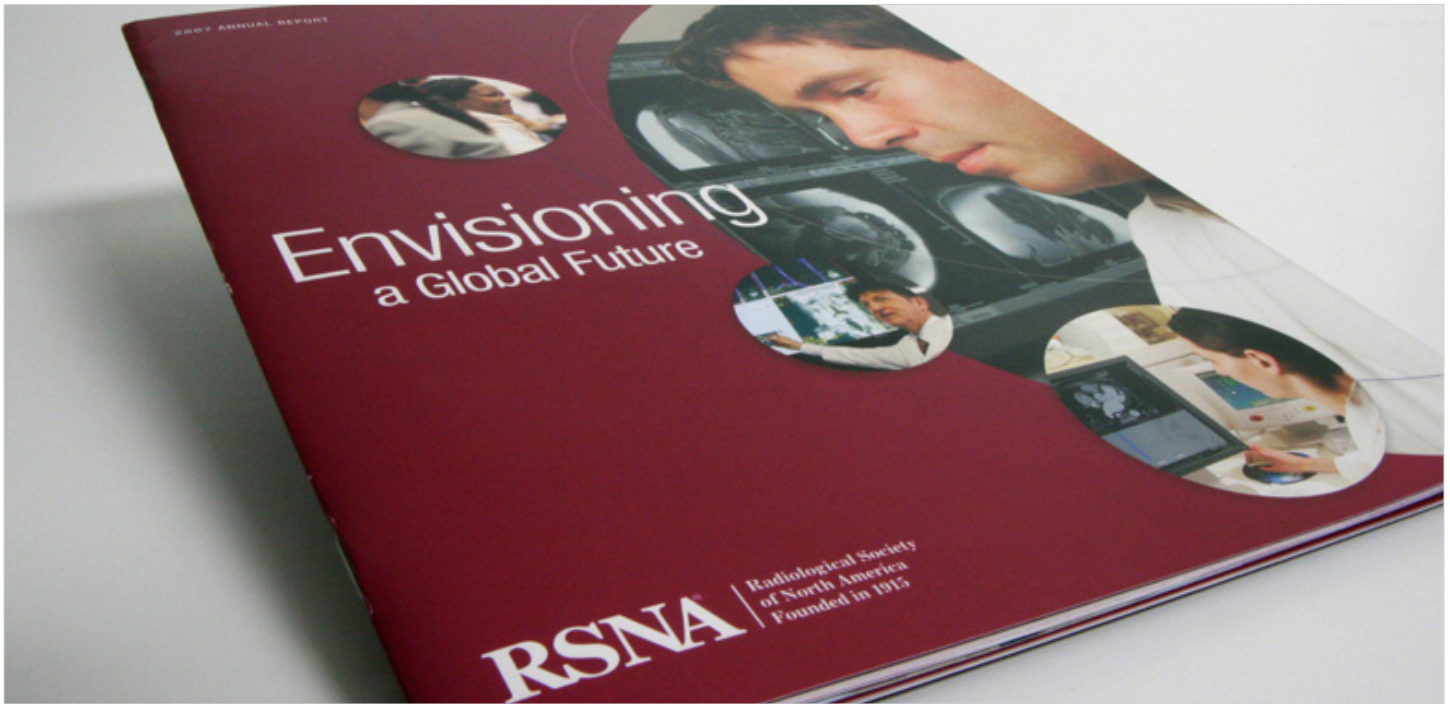




Annual Report Design and Concept for Cancer Research

This was an opportunity to talk to donors and peer institutions and boldly communicate the value of current innovations at the Oncology Center. We worked with ENH management to establish and visualize one central message rather than attempt to highlight numerous activities of the past. The focused concept drove the design by displaying 6 'innovation' accomplishments, each on a different brightly colored page spread.





Annual Report for Radiologists

One of the largest medical associations in the world, RSNA represents the radiology profession in both research and practice. We found opportunity to improve their annual report from a text heavy document to an engaging, visually oriented report that highlighted 6 major achievements using full page hero images and clear, concise oversized messages. The idea came from the realization that radiology is a very visual medicine.





Annual Report for a Pediatric Hospital Research Center

For this Children's Memorial Research Center report, our idea brought the story of the researchers and their breakthroughs to life in a big and engaging way. Captivating location photography and bright colors guide the reader through CMRC's groundbreaking achievements.





Web Site Design for Corporate History

Hewitt turned to BDi to create this interactive rich media timeline to engage associates about the firm's 70-year history. We developed the overall concept, directed and organized the development of the text and imagery, and created an efficient and fluid presentation of content providing a visitor with a flexible, in-depth or scannable, interactive experience.





Web Site Design for High Tech

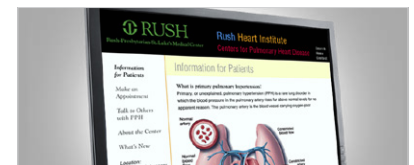
This web site design combines a scientific look and feel with new Arryx brand design in an organized format for promoting an ultra high-end microscope system and software. We repurposed all collateral photography and created custom navigational graphics that further amplifies the look and feel of the new Arryx brand.





Web Design that helps you Find a Doctor

Establishing and adhering to a central marketing goal at a large institution can be challenging. BDi gained consensus that driving patients to doctors was the key goal for new web site design. We created an easy to use navigation that allowed customers to find what they needed prior to being overloaded with multiple departmental options. Our idea was to provide a simple way to find a doctor: we developed a unique 'doctor finder' click-able human figure that linked the appropriate doctor with the treatment area selected.





Web Site Design for Simplifying On-line Banking

Our idea was to allow easy access to all of the banks services on the home page, simplify the user experience, and direct customer focus towards two core services. A friendly graphical user interface continued on all pages using coordinated color, graphic dividers and content organization making the site easy to use and navigate and strengthening overall brand attributes.





Web Site Design for Software

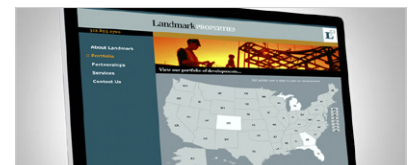
For a unique software product just being introduced into a high price point market, we combined customized versions of the identity as navigation devices for the site. We applied brand imagery from electronic and print sales collateral to deliver a flexible but structured message.

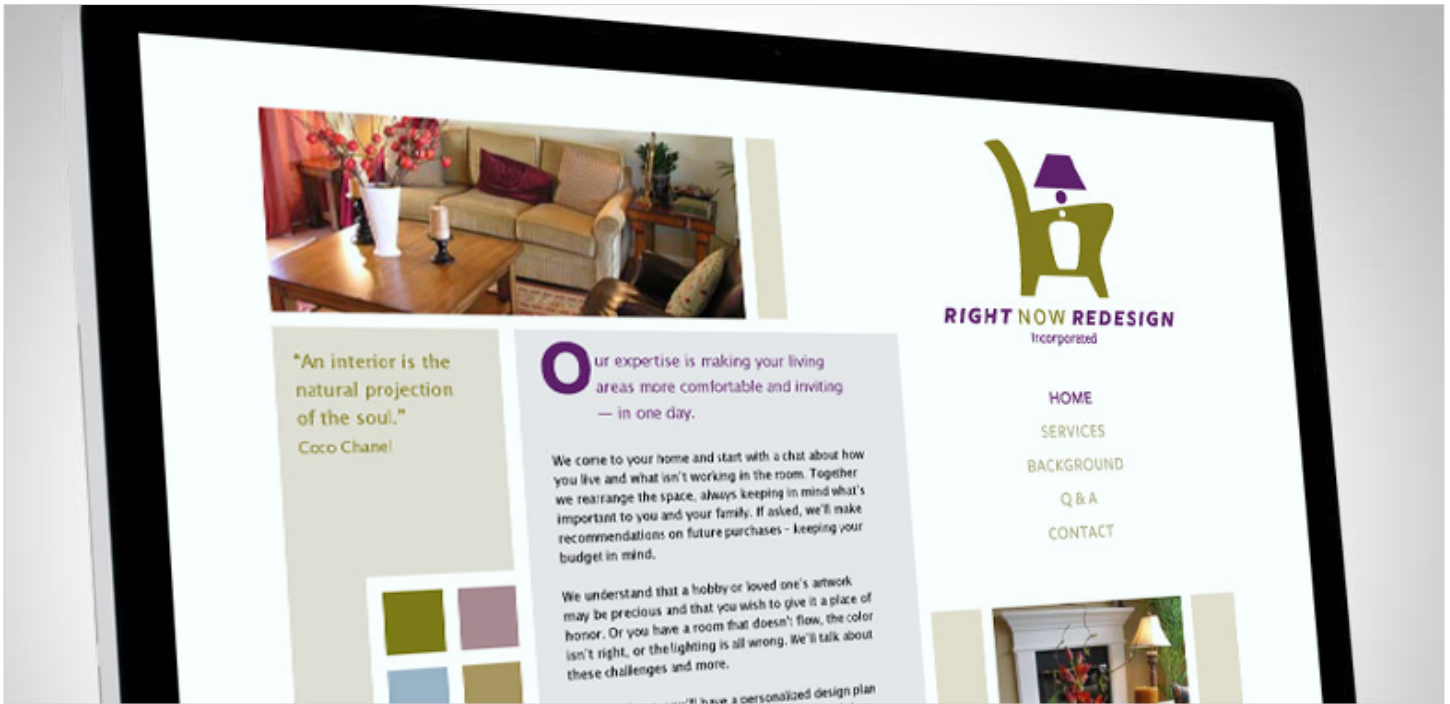




Web Site Design for Land Developer and Commercial Real Estate

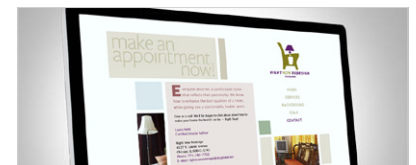
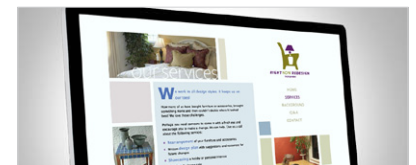
Communicating the credibility of a new commercial real estate developer required organizing content from the firm's capabilities piece to land survey graphics, to dynamic data sales specifications within the same web site. The site design for Landmark included a translation of the firm's capabilities piece using flash animation, a dynamic map of development locations and the ability for staff to add properties and specifications as needed.





Web site Design for a Redesigner

We designed the web site for this interior redeigner with a focus on simplicity and refined playfulness, a central message of the new brand.





Web Site Design for Sales

Coordinated with a 150,000 square foot advertisement for three national tradeshow, this micro-site highlighted the dominance of UL safety certification by displaying a “Find the Mark” flash rotation of UL marks on everyday products. Links to various UL web sites allowed diverse audiences direct access to their area of interest.

UL needed to jump-start a new bottled water certification service. BDi created positioning, messages, photo, design and media buys for trade print ads, direct mail and email promotion, all directed to a coordinated micro site that awarded a potential customer with a set of UL Water Quality coasters. The campaign was a great success delivering the program’s first customer two weeks after the launch.





Business Identities and Logos

Here is a sampling of just a few of the logos we've created. We listen, discuss and research, then use our proven process to uncover unique attributes of their businesses. This sets the foundation to create distinctive and memorable marks which speak directly to their audience.



Advertising for Safety and Distinction

As the dominant and market leader in building safety certifications, the challenge for UL was to remain top of mind in the face of growing competition. Our idea was to remind inspectors and building component specifiers that UL is the safest solution by creating striking, character identity photography. All audiences know their options in safety certification, the goal is to keep UL top of mind as the leader and reminding them that the UL name is the only two letter 'solution' they need to know. We color branded all the coordinating online advertising creating a cohesive campaign that doubled previous response.

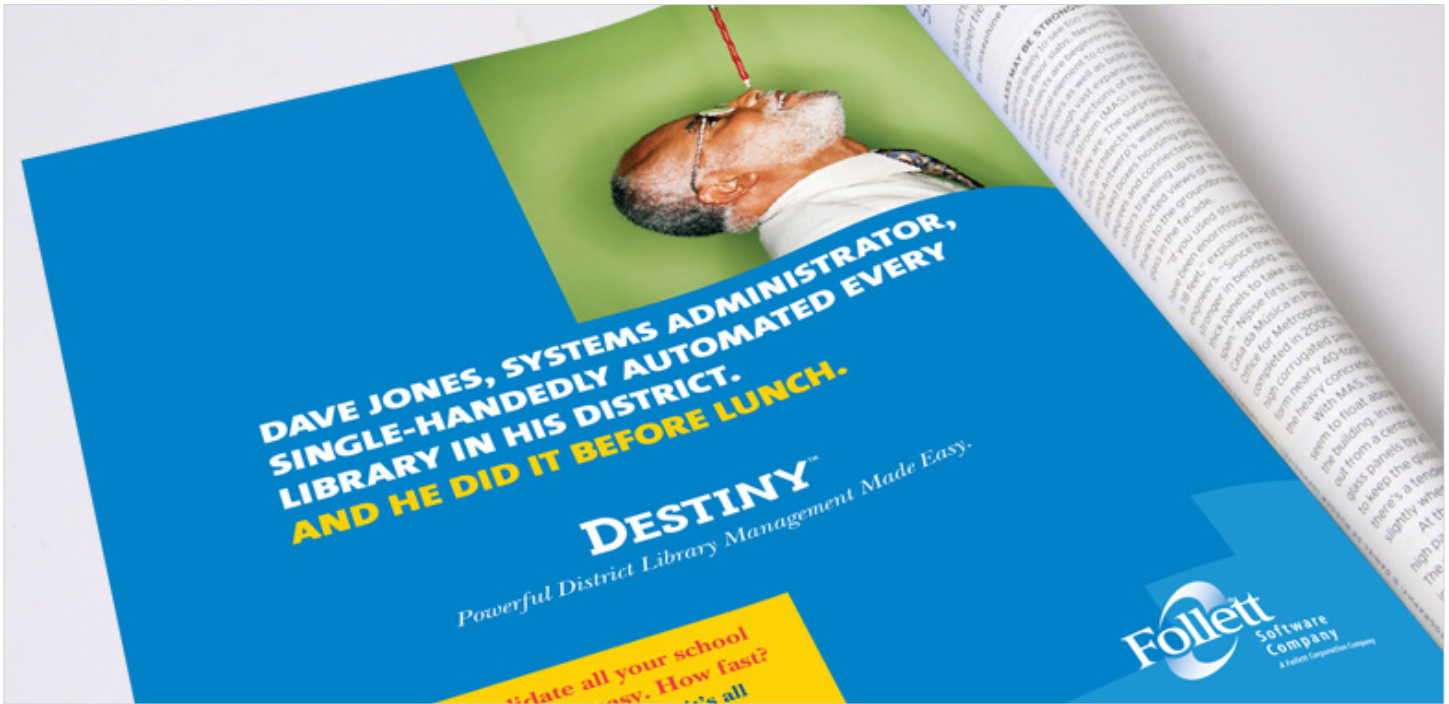




Trade Advertising for Professional Services

Using large images and strong audience specific headlines, we create a variety of trade advertising for different UL products and services. We research, plan and purchase online and print media, then measure effectiveness and refine creative and develop new offers according to response metrics to maximize media budgets.





Advertising for Software

To launch a new \$100K software system that was expected to be met with 'another new software to learn' reaction, we used humorous headlines with appropriate characters — from tech to administrators — in lighthearted activities. Messages clearly drove positioning that Destiny was 'easy to learn/use AND comprehensively powerful'. The product launch helped deliver 190 percent of estimated net revenue in the first 11 months.



Advertising for Healthcare

To increase attendance we developed ads that coordinated with direct mail and online promotions for an annual meeting with over 40,000 attendees.



Advertising for Law

We developed a flexible format for trade advertising allowing a variety of messages and creative to be tailored to different audiences and the different ad objectives. Having a flexible but consistent layout, font, and color palette provided Marshall an appropriate look and feel as well as brand recognition over a multitude of professional trade publications.





Advertising for Software Advantage

In a crowded human resources software market, Cyborg wanted to create a series of print ads to increase presence and name recognition. We translated our white-board brainstorming sessions of feature and benefits into a distinctively visual campaign that separated our client from the competition.





Advertising for a Medical Association

As part of an overall brand program, we designed ads promoting AAOE's new look and fresh messaging. Each ad either promoted the value of 'the network' or 'the knowledge' as core member benefits.