



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.

