



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.



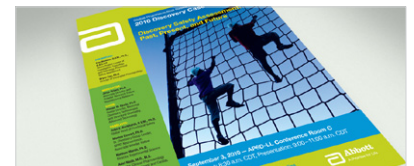


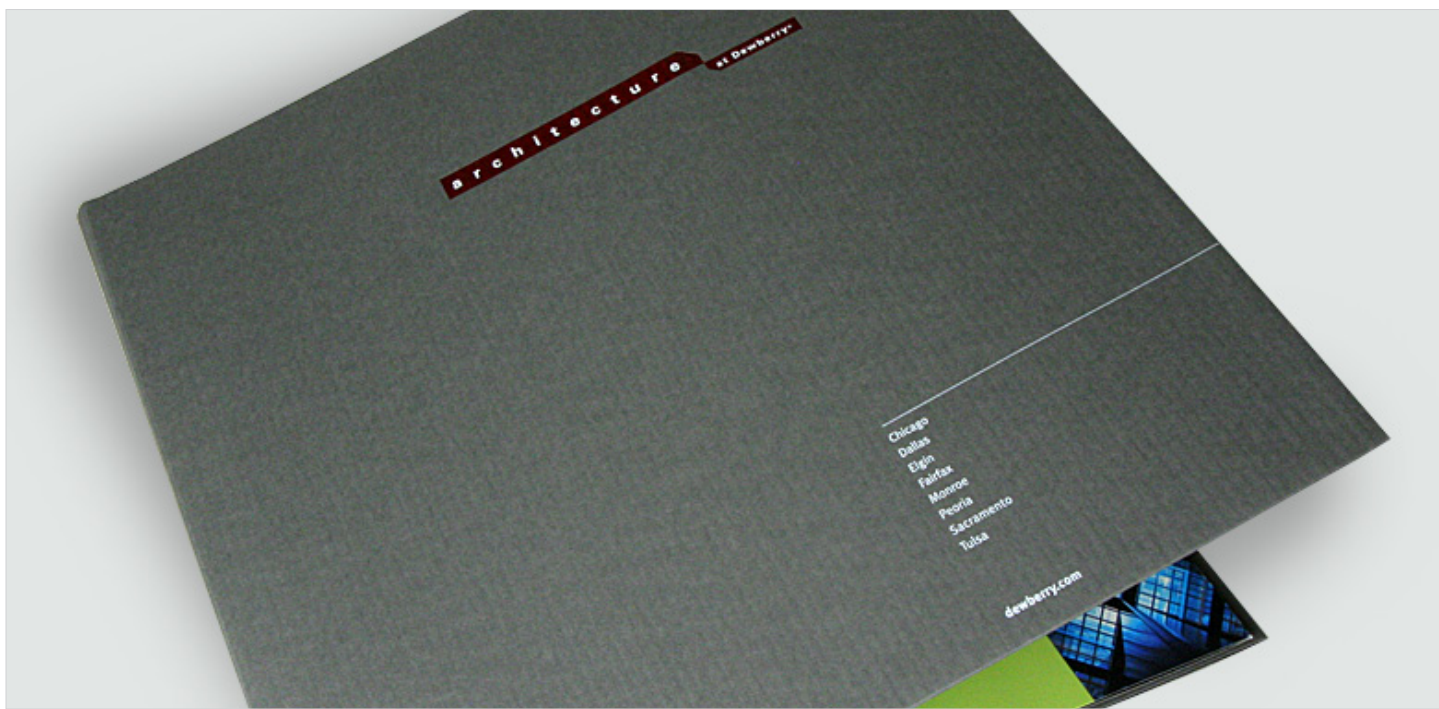
Marketing of Employee Development and Training Programs

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.

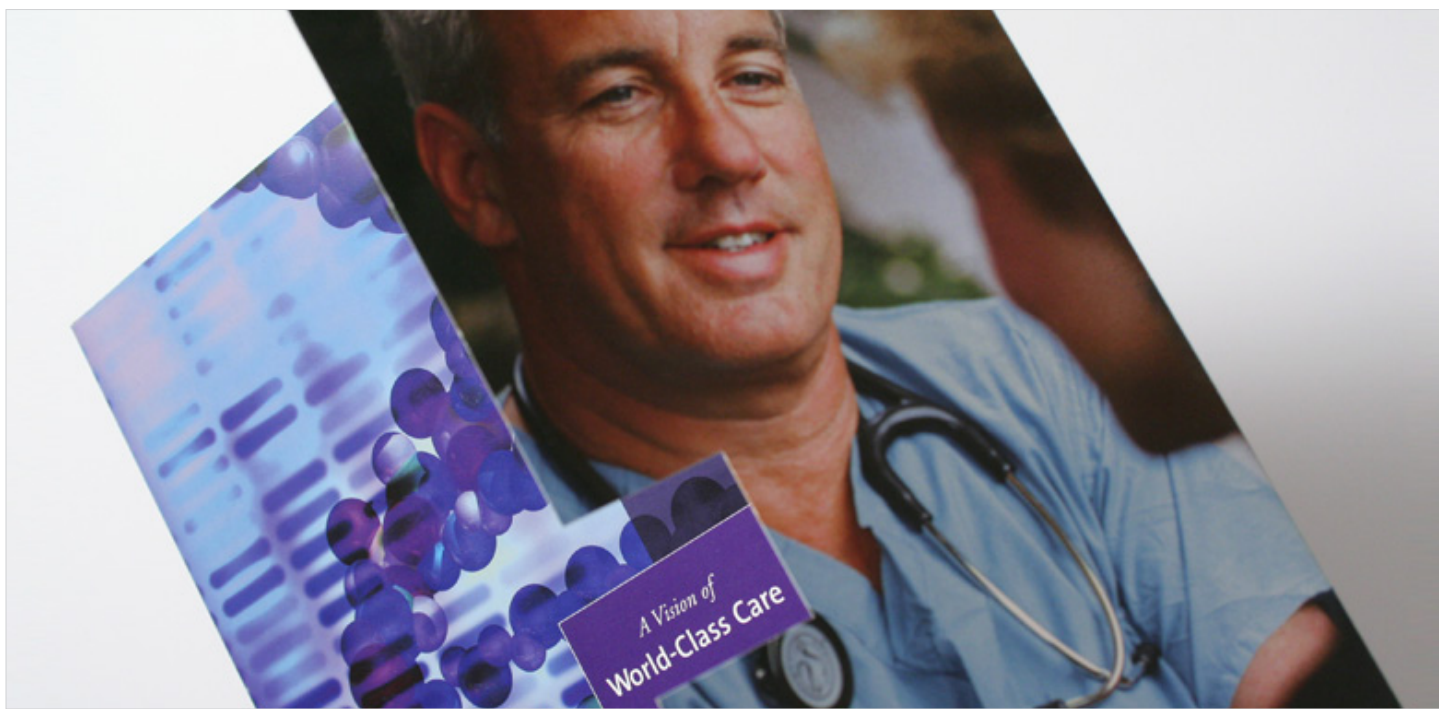




Marketing for Safety Services

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.

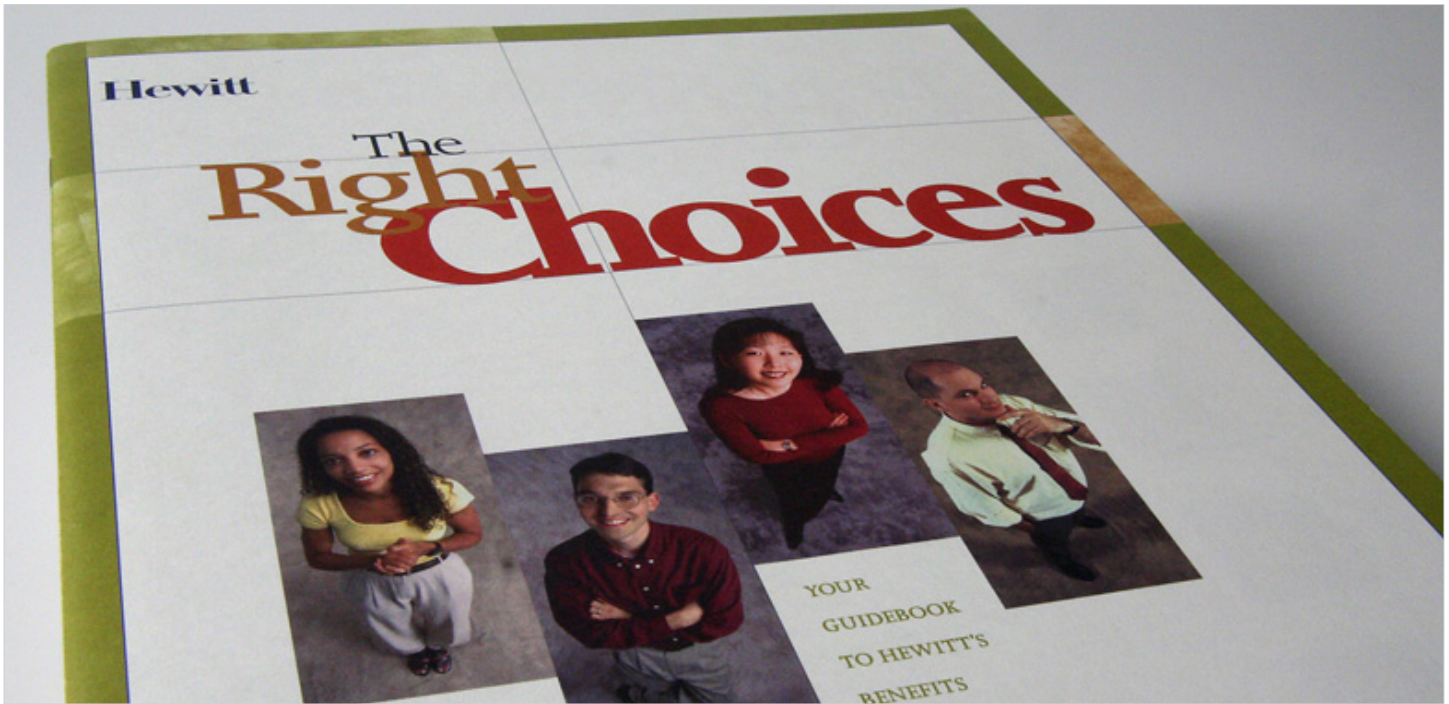




Marketing Collateral for a Healthcare Fundraising Campaign

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.

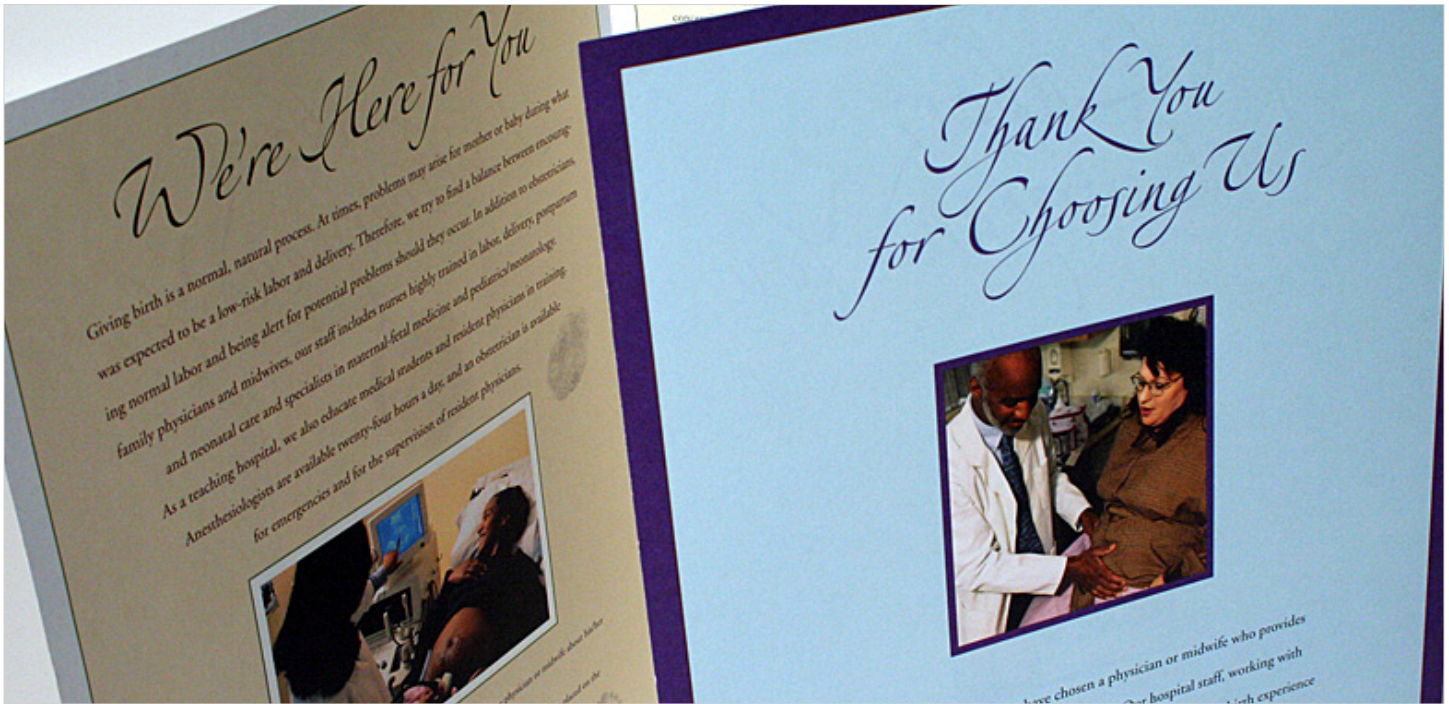




Marketing an Employee Benefits Program

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.

