

CASE STUDY RED-M

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WHEN

2000 - 2004

OUR CLIENT

Red-M is a pioneer in providing control and security for the wireless world. Their mission is to help enterprises solve the problem of implementing secure controls across intelligent wireless networks while providing true mobility for authorized users.

WHY THEY CAME TO US

Launched out of Madge Networks in 2000, with operations in UK, USA and Australia, Red-M needed to create instant impact for the new company and its market-leading products. The brief for what was required of the new identity was unusual.

More than a 'classic' branding exercise concerned solely with the physical presentation through corporate identity and marketing materials, our brief extended to developing the interfaces through which users were to access Red-M's hardware and software products.

WHAT WE DID

Working with the marketing group in the UK and internationally, we built the brand around the Red-M name, linking it clearly through its logo to its wireless market place.

To complement the logo we developed a full suite of paper-based marketing collateral and product brochures, a company 'master' web site and a range of micro sites and user interfaces for the company's hardware and software products.

In addition, we have helped Red-M to exploit its distribution channels by providing materials to support and promote its presence at trade shows, conferences and public relations events.



HOW IT WORKED OUT

Our branding work helped Red-M to realize its objective to establish a credible presence in the 'high-noise' technologies market place, Red-M winning numerous awards and accolades along the way.

Our work helped Red-M win the 'Best Channel Strategy' award at the VARVision industry event held at Orlando in spring 2003.

Our user interface for Red-M's 'RED-DETECT' (1050AP) wireless security monitor led the UK's PCPro magazine to describe the hardware as "simple to configure, thanks to an excellent web browser interface... a great first step in getting the most out of it."

"What's most impressed me about Page Nine is their ability to 'get inside' our thinking and to interpret it so well, and in so many different ways, in what they've done. We see ourselves in what they do - 100%."
Cheryl Ashbrook, VP Marketing

