

CASE STUDY

ZBD



WHEN

2006 - present

OUR CLIENT

ZBD (Zenithal Bistable Displays) is a world leader in liquid crystal science and the creator of 'zero power' display technology.

Their high-resolution displays, with the capacity to present diverse information via striking content rich graphics, have many applications, with ZBD focusing its activities initially on point of presence display in retail environments.

WHY THEY CAME TO US

As a science-led company looking to launch itself worldwide in a sector as large, 'noisy' and competitive as retail, ZBD's challenge was to make the company 'stand out' just as much as its display solutions and create identities for its products that would resonate strongly in the retail sector and set the benchmark for electronic display systems.

WHAT WE DID

Working to a challenging timescale, dictated by ZBD's desire to launch its products at a major trade exhibition to take place just six weeks away, we worked closely with their senior management team to create a master brand identity for ZBD consistent with its corporate heritage, ethos and aspirations and a family of identities for its products that reflect their capacity to revolutionise display at point of purchase.

Working to a rapid development model, the project incorporated a brand exploration phase in which we helped ZBD discover the key attributes, core values and brand character the company that would inform and define the new identity. This was followed by brand naming and design concept phases.

The resulting identities project the vitality and confidence of the company. At the heart is the logo built around the initial letters of the company's name - the device created as a strong, solid block in high impact, high contrast yellow and black.

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The company's confident, to-the-point approach is reflected in its product names. Designed to revolutionise electronic point of purchase display, the display application is called the 'epop' solution: a number of 'epop' displays controlled by a two-way wireless communicator, called 'bounce'.

Together with the brand, we also created stationery, a collateral suite and web site - all promoting the company and its products - plus a 'brand book' setting out the rationale underpinning the new identities and the rules for their application. Today, we continue to support ZBD's marketing team in all their activities online, utilising Web 2.0 channels and in print.

HOW IT WORKED OUT

Armed with its new presentation, ZBD met its launch target and has since been very successful in developing its range of epops and placing them in-store across Europe and North America. ZBD's identity makes introducing the company and selling its solutions much simpler.

We knew that we were asking the earth, requiring an identity "that worked 'straight out of the box' in only six weeks, but Page Nine weren't phased, they drove the project on, kept the focus and delivered."

David Rogers, Sales and Marketing Director

