

*Branding and Collateral Case Study, Parus Interactive*

## Taking a new brand to the edge

Parus Interactive was in business for nearly a decade, but the strong reputation and old product names enjoyed by Parus Interactive's offerings didn't translate into a strong unified brand identity for the company. In fact, Parus Interactive's customers were often confused. Before the brand Parus Interactive (which AgencyAxis would soon create), the company was known by its product names—CommuniKate & Webley.

AgencyAxis' strategy to rebrand the company was to create an entirely new corporate identity—and develop a product nomenclature that would allow the company to retain the strongest elements of the existing brand while creating a memorable new one that was B-to-B focused.

Working in tandem with Parus Interactive's corporate marketing team, we identified the core values they wanted their brand to communicate. With these values as a starting point, we created a brand strategy that encompassed how the brand and product names would be developed and used. This included when we would use the brand name vs. the product name, as well as how they worked together. The brand strategy led us to the new company name—Parus Interactive.

From the brand strategy we determined which product names were staying and which were going. Webley Systems was eliminated and CommuniKate was demoted to a product name called CommuniKate by Parus Interactive. This product was then promoted only in those markets with the strongest brand presence. In emerging or new markets, new product nomenclature was developed that better described the product—"IVR by Parus Interactive," for example—and would be more easily understood by prospects and customers.

AgencyAxis then created a new, highly stylized logo (based on that icon of communications, the parrot)—and we codified its use with a comprehensive graphic standards system. We also developed a website based on the new standards and developed detailed collateral templates in support of the branding initiative.

We launched the new brand internally with banners and giveaways for employees featuring the new brand and logo. Materials explained why we made the change and how it would affect employees. AgencyAxis handled all aspects of the corporate brand unveiling events including procurement and fulfillment, plus post-logistical support such as production of new building signs and more.

**Results:** *The rebranding initiative allowed Parus Interactive to fully leverage the brand's power, as well as optimize their marketing dollars. Even more important, customers and prospects found the new corporate identity easier to recall and comprehend than previous branding.*



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