

who?

Firstlogic

fusion^{b2b}



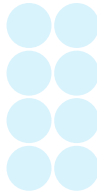
why?



Firstlogic is a leading marketer of data quality and direct marketing software with a new E-commerce business model. Despite great success in traditional markets, Firstlogic witnessed little equity in E-commerce vertical markets.

Brand confusion existed as a result of a new corporate identity, and lack of a consistent brand architecture. A graphic theme must reposition Firstlogic as cutting-edge technology.

how?



FUSION created a new brand identity, while integrating bold graphics through all marketing communications elements including web site, ad campaigns, direct mail and collaterals.

In addition, FUSION developed a comprehensive marketing communications strategy that involved market research, on-line initiatives, sales tools, dealer and channel programs, trade-show graphics, promotions and multimedia presentations. As a result, Firstlogic is poised to achieve 25% growth.