



case studies

because it matters

Advanced Information Systems Rebranding Campaign

Opportunity:

Advanced Information Systems (AIS) faced the same challenges that many software developers and service providers share — bridging the gap between what the company knows and how to communicate it to IT departments and corporate executives with IT training.

We saw it as an opportunity. Developing a stronger brand that appealed to two distinct publics, despite a limited budget, resulted in a clear contrast between AIS and other providers. As the best communication often happens from the inside out, the rebranding campaign was launched internally and then externally to reinforce its overall services — custom software development for applications that cannot be bought over the counter.

Outcome:

Post internal campaign surveys found 100 percent of AIS employees understood the company's positioning statement, reported that the new brand was more representative of the company, and were enthusiastic about the change. Within weeks, the external brand generated results, moving the company well beyond programming call centers.