



## TECHNOLOGY — —

A cutting edge technology can change the world, but it doesn't always yield profits. Our environmental technology client's sales of its proven technology were lagging and its licensees were struggling to communicate the value of the product to their customers. Our solution? Rebranding. This included plain language messaging with a focus on end-user benefits, a new product website with technical animations, a new sales presentation and a full suite of clear, persuasive sales materials. Each licensee received individually branded web and sales packages, and we trained the North American sales teams to deliver the new messaging effectively.

### RESULTS:

One year after the launch of the new branding, all tech licensees reported an increase in sales of between 25% and 55%.