



CASE STUDY MOVING INTO A NEW BUSINESS MARKET

INDUSTRY

Enterprise software

CHALLENGE

Reach and engage a broader audience of prospects to better compete with new market competitors

SOLUTION

Develop and launch a revitalized company name, tagline, brand, communications and marketing approach to support ERDAS's new business strategy

EXPERTISE

Messaging | Branding | Public relations
Website | Experiential marketing



To a niche audience, Leica Geosystems Geospatial Imaging (LGGI) was a household name with a strong reputation behind it. Revolutionizing the way professionals measure and survey land, LGGI offered geospatial imaging since its inception.

The geospatial market was rapidly evolving at the turn of the century, however. Technology and software like Google Earth, Microsoft Virtual Earth and others were encroaching on LGGI's market share.

The company desperately needed to rethink and broaden its brand to remain competitive in the wider marketplace. LGGI turned to Arketi Group for guidance.

ADAPTING TO THE TIMES

Seeking out new sales opportunities, LGGI's first step was to expand its offerings with enterprise solutions for commercial markets, such as insurance and financial services.

MEASURING WHAT MATTERS



1

new, competitive brand



4+

year partnership



10+

years in-use

To accomplish this, LGGI executed an aggressive M&A strategy, widely expanding its product portfolio and suite of brands.

At the same time, the company needed to create awareness and demand for its solutions with a new class of customers – the professional consumer, or “prosumer.” The acquisition timeline offered the ideal opportunity for LGGI to assess its naming, branding and messaging.

LGGI tasked us with developing a new message that not only engages the prosumer market, but also demonstrates how its geospatial solutions help organizations drive better decision-making, increase productivity and grow revenue.

THE EARTH TO BUSINESS COMPANY

To better understand current market dynamics, Arketi conducted extensive research, including competitive naming, messaging analysis and qualitative one-to-one customer research. We then tapped industry stakeholders and key players to better understand LGGI’s market position, as well as the target audience’s existing impression of the brand.

Arketi then brainstormed, refined and tested numerous possible names for the company. Research showed that the marketplace retained a positive affinity for ERDAS – a brand which the company had acquired in the 1990s – and LGGI embraced Arketi’s recommendation to rebrand the company under the ERDAS name.

Our research also led us to recommend ERDAS position itself in an entirely new category: “earth to business” solutions – a concise and compelling way to describe the concept of geospatial information that business users rely on.

And, since ERDAS wanted to define this category, Arketi crafted a corporate message that culminated in the tagline: ERDAS, The Earth to Business Company.

A BRAND-NEW LOOK

It was time to introduce the new ERDAS to the marketplace. But, considering its new name and tagline, the company also required a brand that visualized the connection between Earth (geospatial information) and businesses. That’s why we created a logo with a dynamic, semi-abstract “global” form and lower-case typography to present ERDAS

as a modern, business-oriented company. Our branding process also produced mood boards exploring various ways the “earth to business concept” can be visualized. Custom photography was used to connect the two.

With the brand structure in place, we then moved on to implement ERDAS’s corporate identity, a new website, email marketing, collateral and tradeshow materials.



As an Arketi client for more than four years, we knew firsthand that Arketi’s knowledge and expertise would help us build a new brand that would compete in new markets.

BOB MORRIS
President & CEO
ERDAS

Our work culminated in a print digital online advertising campaign with the headline “Hello, my name is ERDAS,” to (re)introduce the company and launch its new positioning.

REACHING NEW AUDIENCES (AND CUSTOMERS)

In addition to the paid advertising, ERDAS’s rebranding received worldwide media coverage in eleven of the largest industry publications. The trade press wrote articles about the company and its new go-to-market strategy.

Grounded in research, Arketi’s new positioning and branding for ERDAS redefined the company and engaged prospects in a powerful manner, while reassuring its original audience that the best-in-class solutions they trusted still led the way.

The ERDAS website was also developed to present a considerable amount of information in a clearly structured format. Multiple calls-to-action invite the visitor to learn more about ERDAS solutions, and Ajax was used to combine multiple pages of related content into a single page – such as a product description, technical specs, and screenshots – that users could then hide and reveal instantly.