



A Brand Challenge.

Apex IT Group (“Apex”) established a partner-based relationship with Eight Eleven in July of 2007, with the goal of addressing a branding and marketing challenge. Apex, formed in 1998 under the merger of two highly successful IT enterprises, was challenged with how to communicate who the company was, what their new direction was, and how to position themselves in the market. The brand communications challenge was both internal and external.

In addition to the branding situation, Apex’s desire to extend their new, innovative outsourcing business model to targeted vertical markets required a strategic and tactical plan. With Eight Eleven’s consultative and creative support, Apex would take their new brand and company into the marketplace, generate new business, and establish their company as a leading regional services provider.



Marketing collateral brochure

Services performed:

- Brand strategy & MARCOM strategy
- Website design and development
- eFlexCMS™ installation
- Logo design
- Direct marketing
- Marketing collaterals development, including brochures, sell sheets and corporate identity materials
- Trade show booth component design and booth graphic designs

The Strategy.

In order to uncover existing brand perceptions, develop a model for internal and external communications, and formulate a new direction for the brand, Eight Eleven embarked on a brand discovery project, where Apex partners, employees, customers, and vendors were interviewed and asked finely-tuned questions about the company, employees, relationships in the industry, vision, mission, direction, market potential, strengths and weaknesses.

From the discovery process, a detailed report was generated, showing Apex what perceptions were aligned, misaligned, incorrect or right on track. Eight Eleven reviewed the report in detail with Apex and from the sessions, embarked on the development of a strategic and tactical 8-month marketing communications (MARCOM) plan, which outlined efforts to address each vertical market with a coordinated, targeted marketing program.



Trade show booth and side panel



APEX IT GROUP



The Execution.

Eight Eleven produced the following, in support of the new brand and marketing communications direction:

- Brand strategy & MARCOM strategy
- Website design and development
- eFlexCMS™ installation
- Logo design
- Direct marketing
- Marketing collaterals development, including brochures, sell sheets and corporate identity materials
- Trade show booth component design and booth graphic designs



Marketing collateral sell sheet



www.apexitgroup.com



Detail, Website content management system



And to Success...

Just weeks after Apex was armed with new sales materials and a new Website, business started closing. The first two contracts alone generated an increase in projected revenue in excess of 16%.

Eight Eleven's marketing program will continue to generate sales for Apex, further funding the marketing efforts and growing Apex's business.

Eight Eleven has demonstrated a true understanding of our business, our client base and our company culture. Their excellent strategic and creative execution, from discovery, through branding and Website launch, has shown us that Eight Eleven is a true business partner and will always keep our best interest in mind. We are fortunate to have such a dedicated partner.

– George Mach, President; Apex IT Group