

# Aprimo Marketing Studio

## Branding & Identity Design

An industry leader launches a world class Software-as-a-Service offering to tap an under-served market and establish a leadership position in the emerging Online Marketing Management space.

### About Aprimo Marketing Studio

Aprimo is the global leader in delivering technology and insight that accelerates marketing productivity and the ability of marketing to document effective performance. Aprimo provides an Enterprise Marketing Management (EMM) product to leading marketing organizations around the world. Aprimo's software is built on its visionary Enterprise Marketing Backbone™ which uses a services oriented architecture (SOA) that eliminates marketing as an island of automation.

### The Challenge

In preparation for the launch of Marketing Studio, an on-demand, online marketing management tool, Aprimo tapped Kristian Andersen + Associates to lead the design and development of the new product's brand and visual identity. Aprimo was aware of the fact that they were entering a crowded marketplace with countless "me too" competitors touting an array of undifferentiated offerings. The challenge was to properly position the brand and design a compelling visual identity that clearly and demonstratively expressed Aprimo Marketing Studio's advantages over its competitors.

### The Process

The engagement was kicked-off with a stakeholder meeting and a series of interviews with key constituents, including: product managers, customers, and industry experts. Using the insights gleaned during this phase, KA+A began to build a brand positioning platform from which to build a cogent brand strategy, which ultimately resulted in the development of a unique visual identity. Following the development of the brand strategy and visual identity, KA+A build a set of "brand tools," including: graphic standards, presentation templates, etc. to support the launch of the new brand.

### The Result

The final identity system that KA+A developed on behalf of Aprimo Marketing Studio was well received by internal and external stakeholders alike. As of this writing, the Aprimo Marketing Studio development and marketing teams are preparing the solution for a soft-launch in Q4 of 2009.



### Disciplines Utilized:

- Brand Research
- Brand Strategy
- Brand Architecture
- Identity Design