



Case Study

Corporate Branding
and Website
Redevelopment



IGM Creative Group

Advertising | Marketing Strategy | Web Development

Client and Project overview

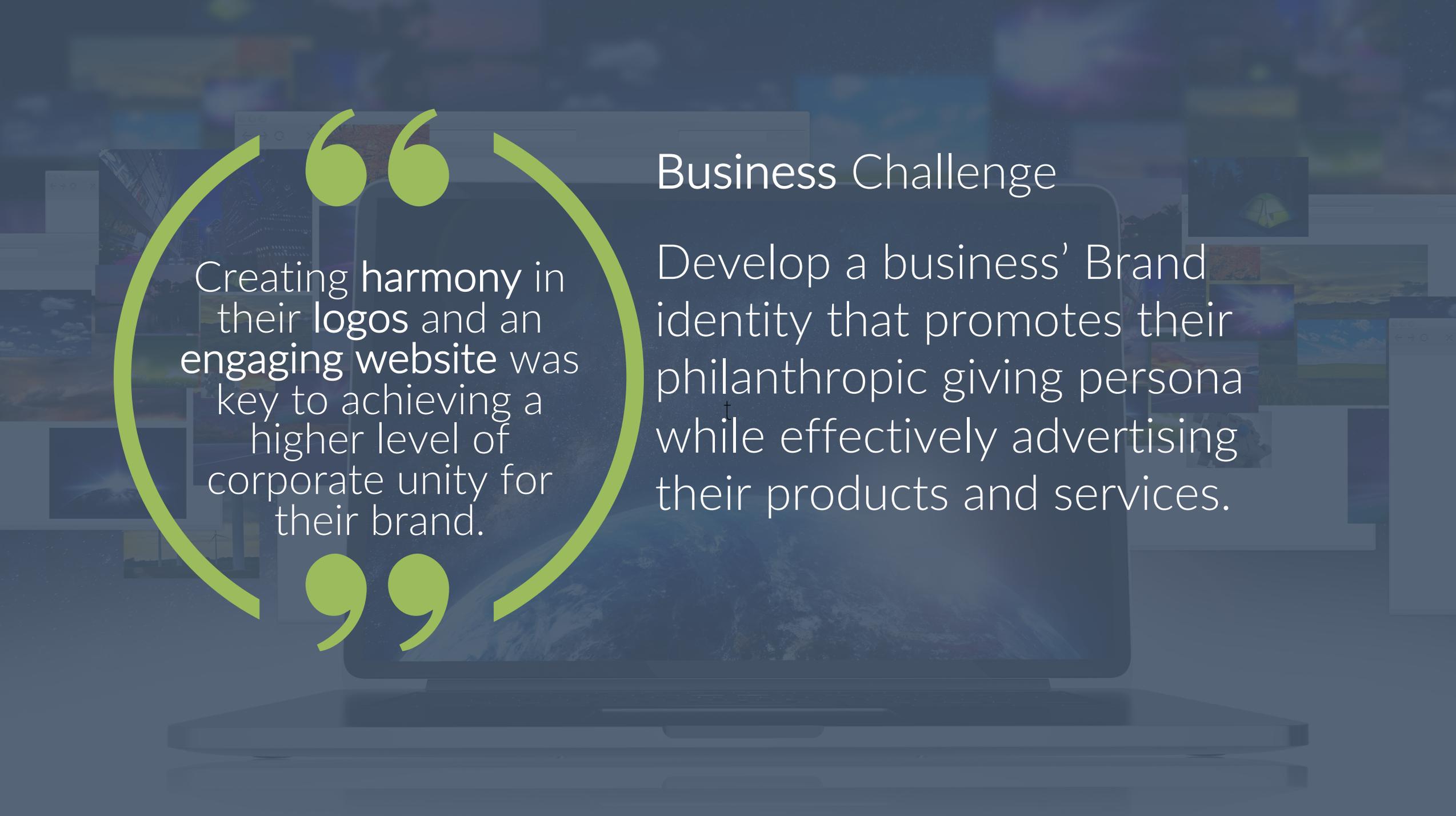


CoreMedia Systems delivers media software solutions to media agencies and marketers that measures their marketing performance and ROI. In this instance, they engaged IGM Creative Group to help with a rebranding project. The rebranding project consisted of recreating the brand's identity with subtle changes to their logos and significant changes to their website.

IGM developed new logos for CoreMedia, utilizing an energizing color palette to unite their product offerings and philanthropic projects.

With a goal of showcasing CoreMedia's in-depth knowledge of their industry and providing an exceptional UI/UX experience, the new site features a streamlined, modern design with visually relevant images and content crafted to guide potential clients to the products and services they need.

IGM Creative Group's team consisted of a Creative Director, Sr. Designer, copywriter, account representative, as well as developers and a marketing manager.



Creating **harmony** in their **logos** and an **engaging website** was key to achieving a higher level of corporate unity for their brand.

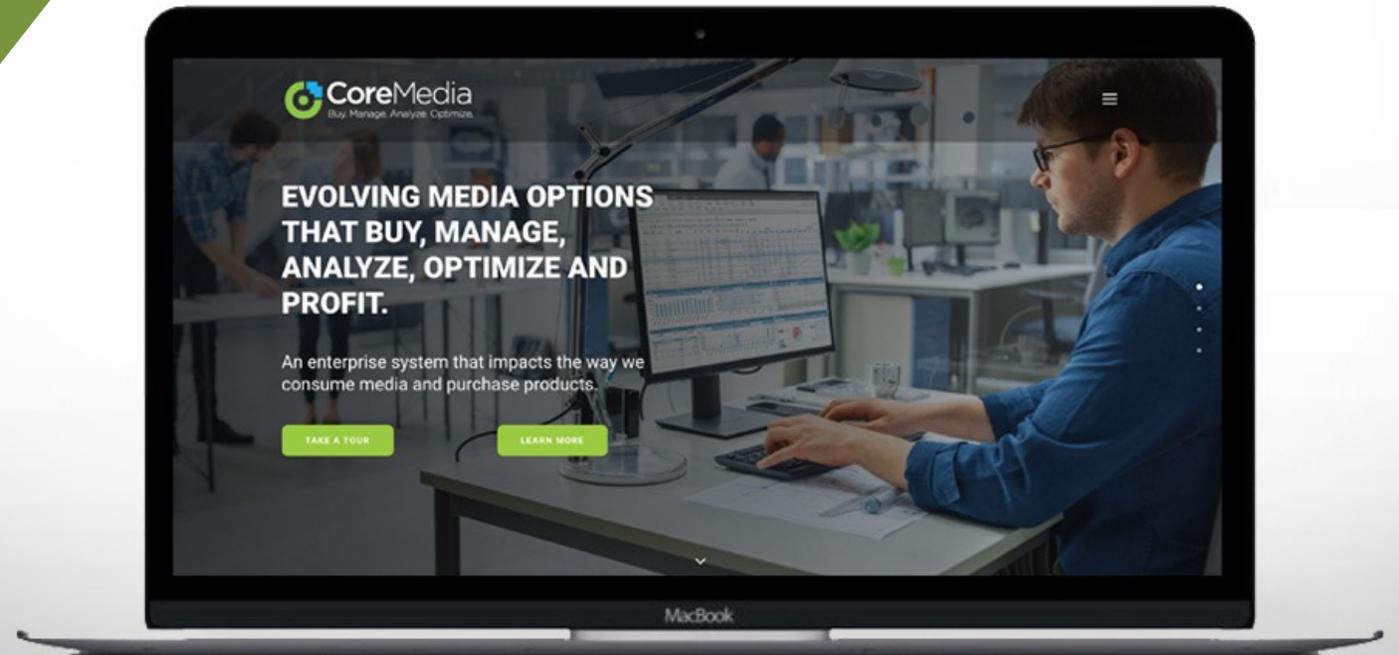
Business Challenge

Develop a business' Brand identity that promotes their philanthropic giving persona while effectively advertising their products and services.

CASE STUDY

“Value delivered by uniting their product offerings and philanthropic ventures with vibrant new logos and creating a robust, innovative web solution. All done in partnership with our client.”

IGM Creative Group led the process of designing and shaping the Brand and web solution, with the aid of CoreMedia’s creative team, marketing experts and content strategists.



Corporate Brand development



The first step to a successful rebrand is to develop the brand's identity and encourage internal adoption. We began by analyzing all aspects of the business, including their philanthropic efforts, and presenting the corporate image to the client. We then provided several modern logo designs in vibrant colors to represent a united look and feel.



Big Idea

Show corporate unity through logos



Modern

Strengthening a brand image by humanizing it



Sales

Targeting a particular demographic

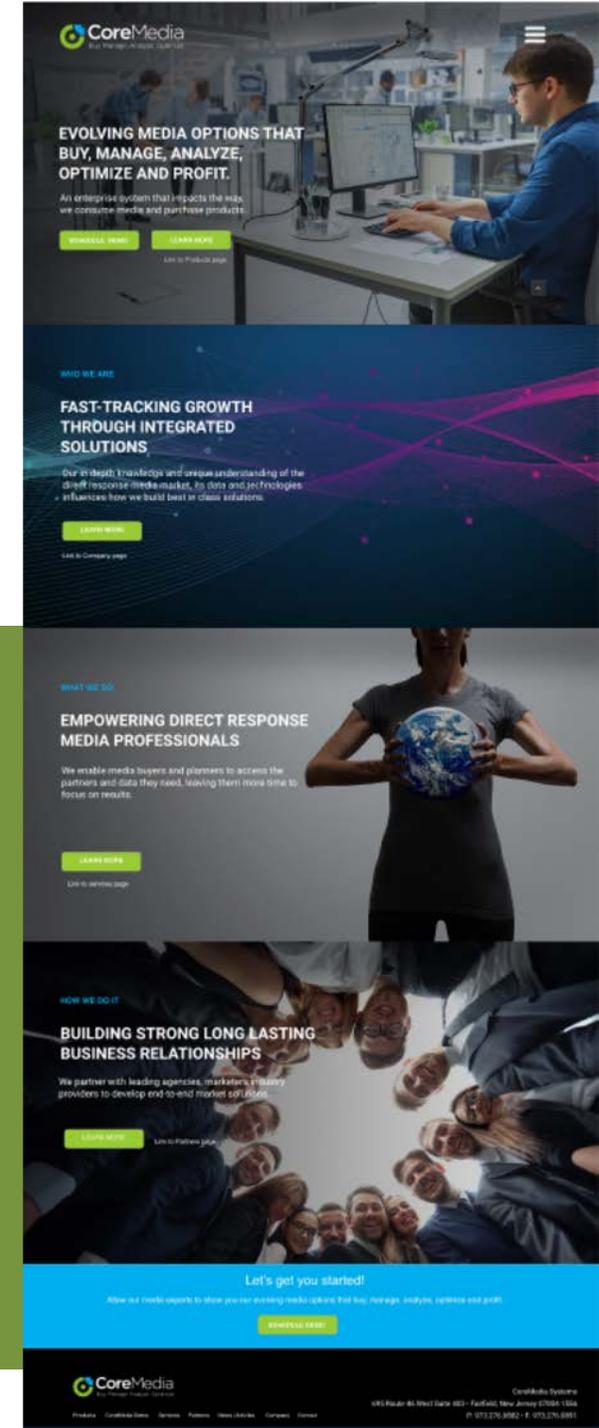
Our branding discovery work resulted in a corporate identity presentation delivered to their executive team. This was the foundation used to develop an integrated approach to their new logo development. We presented several logo ideas in a vibrant color palette incorporating some elements from their former logo designs.

Web Project strategy

With a company mission of developing world-class response management and analysis software solutions, CoreMedia needed an exceptional website to match its innovative approach to building best-in-class solutions for the direct response media market. IGM Creative Group was the perfect partner having the creative savvy of a traditional ad agency, as well as a deep knowledge of intuitive website development.

Web Project Goals and Objectives

- ✓ Web presence with a look and feel modern to today's design.
- ✓ Showcase CoreMedia's in-depth knowledge of their industry.
- ✓ Minimize the content while guiding users to the products and services they need.
- ✓ Provide a stunning new look equal to the industry served, creating each panel as a separate advertisement.
- ✓ Develop a new inviting Demo Page with request form that includes sales region and partner contact information.
- ✓ Expand and modernize human resources information by including Careers and Diversity sections.
- ✓ Create a new Philanthropy page to highlight their charitable efforts



Value delivered with innovative ideas



IGM led the development of the new logos and website UI/UX look and feel.

We engaged their executive team in design ideas.

Multiple designs were created and tested for best audience appeal.

Results Overall, traffic trends since the launch of CoreMedia's new site have been on the rise. We have seen more users come to the new site (both new and returning), more pageviews per page – a 200% increase, more searches that result in users visiting their site, and more active users than ever before. We hope these trends continue for the remainder of the year and into the future.

Our methodology

IGM Creative Group works closely with our clients marketing and sales team. We forge relationships built on trust and passion for the work we provide.

Understanding your market and unique methods to support your effort is paramount.



Strategy

Learn as much as possible about the industry of our clients.



Branding

Build a modern, informative, user friendly web presence.



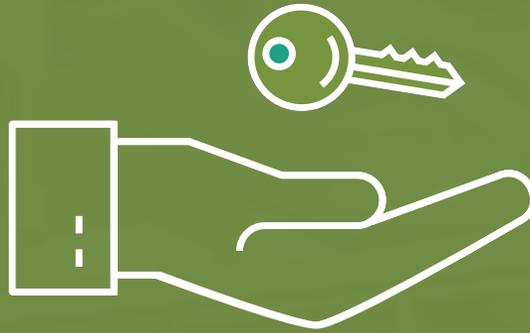
Be Inventive

Build something that provides benefits and generates interest.



SEO

Search engine optimization to increase website traffic.



Successful Results

Success is measured by exceeding our business objectives. Quality is the responsibility of an entire organization. The successful rebrand has created a united and vibrant corporate image and produced an engaging website. This in turn, increased their web traffic and page views, and our efforts exceeded our client's expectations.



THANK YOU

Contact Us

IGM Creative Group

Address : 166 Main St. #202, Lincoln Park, NJ 07035

Phone : 973.709.1126

Email : creativeteam@igmcreativegroup.com

www.IGMCreativeGroup.com