



STRATEGIC COMMUNICATION

Good Thinking

LITOSSC.COM

# CASE STUDY

## LITOS STRATEGIC COMMUNICATION

### CLIENT

**Litos Strategic Communication**

Providence, RI

### PROJECT

To attract the attention of a VIP (Very Important Project-based Client) in three unforgettable dimensions.

### CHALLENGE

The client appreciated our ability to deliver killer creative on a deadline that would kill most mortal agencies, but didn't know us as well for branding. Given that the company was about to embark on a major re-branding initiative, we needed to re-arrange the client's mental furniture in this regard.

### SOLUTION

High-impact direct mail with its own heat-signature – a custom-made branding iron featuring the Litos logo. Displaying that we practice what we preach with respect to high-impact, we sent this hot hot hot item our client's way to ensure top-of-mind-awareness of our core competency.

### RESULTS

A 100% response rate. Impossible to ignore – or, for that matter, divert – “We’ve got the Bandwidth” rocketed past the gatekeepers to Client Central, who confirmed that we were now indeed on the re-branding short list. (The take-away: Whether your prospect A-list is 1 or 100, high-impact direct mail gets the job done.)





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INSERT

# WE'VE GOT THE <sup>®</sup>BANDWIDTH

AS YOU PREPARE TO EMBARK UPON "RE-BRAND NEW", LITOS IS READY TO HELP WAGEWORKS MAKE ITS MARK ANEW. FROM BRAND ANALYSIS THROUGH STRATEGY, FROM ARCHITECTURE TO IDENTITY, WE'RE THE BRAND TO BRAND WITH.



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