

GEN3 PARTNERS

BOSTON, MASSACHUSETTS

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GEN3 Partners is a product innovation consulting firm that dramatically improves the impact, predictability, and productivity of corporate innovation processes. This is accomplished through a superior approach to identifying a company's greatest opportunities and solving the technical barriers to achieve them.

CHALLENGE: GEN3 Partners built a solid reputation on its unique approach to solving technical challenges to innovation through a powerful methodology. But as the market landscape changed and the competition increased it became necessary to leverage their uniqueness through a strong brand, clear corporate image and integrated communications to more accurately reflect their powerful innovation consulting offerings.

SOLUTION: The company restructured its overall approach and applied structure and hierarchy to its offerings to create an easier to understand dialogue with their customers. This new approach was then named G3:ID (Innovation Discipline). With newly organized processes in place, a fresh look and feel was created utilizing an expandable graphic language to reflect GEN3's technical yet approachable style.

WEBSITE: The key challenge for the new website was to be able to tell GEN3's complicated story in a way that was quickly understandable and compelling. Bluerae worked together with the marketing team to restructure

the website in an easily navigable way, utilizing interesting questions and real life case studies on the home page to draw in the viewer. The engaging and intuitive format, along with supportive messaging and imagery throughout, successfully conveys the G3:ID process and advantages.

CORPORATE LITERATURE: In an ever-changing business environment it is imperative to have materials that respond to GEN3's needs. Bluerae created a flexible and adaptable marketing communications system to allow for quick updates, while maintaining the new visual and verbal consistency that is integral to promoting a strong brand.

IDENTITY DEVELOPMENT: Part of the overall update to the company involved applying a new color palette to the logo and creating a fresh set of corporate identity materials. The bold use of color in a clean and structured layout conveys that GEN3 is established, process-driven, and in touch with contemporary business challenges and solutions.

CASE STUDY: GEN3 PARTNERS



Corporate Website: www.gen3.com



Corporate Collateral



Identity

“As a company Bluerae possesses the capabilities and professionalism I need to address my diverse set of communications challenges. Bluerae pulls apart the real business drivers to create a communications solution to fit our needs and then incorporates in the design elements to complete the package. Another factor which keeps me coming back is the people; their flexibility, their responsiveness, professionalism, guidance and support.”

Dana Rapaport, Vice President of Marketing, GEN3 Partners, Inc.

ABOUT BLUERAЕ:

Bluerae Creative listens. This simple act allows us to understand and interpret your needs, fluently translating them both visually and verbally into successful communications programs.

Working as an extension of your team, Bluerae sees the benefits – and the realities – of each project discipline, while always being attentive to budgets and timelines. Through the use of strategic thinking, structured work processes, and responsive collaboration, we create innovative solutions that meet, and surpass, expectations.

BRAND DEVELOPMENT

- key messaging and taglines
- company/product naming
- logo and corporate identity development
- identity standards and usage

CORPORATE COMMUNICATIONS

- key messaging and creative copywriting
- corporate collateral systems
- marketing communications systems
- trade show graphics and collateral
- sustainability reports
- photography/imagery creation or management

INTERACTIVE COMMUNICATIONS

- information architecture and navigation
- content development
- interactive design for websites and CDs
- eMarketing (Web banners, HTML email, eNewsletters, etc.)

INVESTOR COMMUNICATIONS

- annual reports
- investor kits
- fact sheets
- presentation materials
- interactive versions of all IR for websites or CDs

B L U E R A E

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