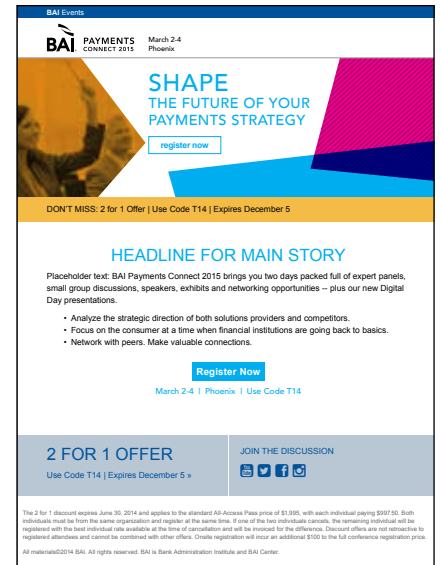
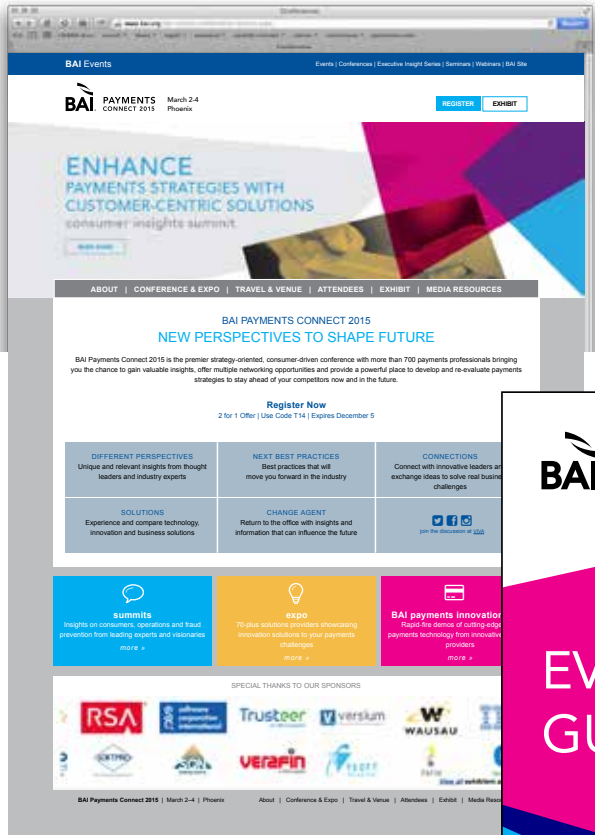




We energize BAI's many tradeshows and events with a clear identity and modern marketing communications.



industry

- financial services

deliverables

- brand strategy
- identity/logo
- marketing collateral
- advertising & media buy
- video direction

challenge

BAI is a financial services association and leading industry resource for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace.

For more than 85 years, BAI has focused on advancing the industry by offering unbiased education and research. In addition, we facilitate ongoing industry dialogue through a robust network of financial services professionals, thought leaders, newsmakers, and solutions experts.

solution

Since 2013, we've worked with BAI on a variety of tradeshows, educational conferences and executive sessions. Each event requires a unique identity to signify the theme and agenda from year-to-year—yet the real challenge is infusing all of these disparate events with a common BAI brand and voice.

results

Shown above is the marketing collateral work we created for their Payments Connect 2015 event—with an identity theme that communicates connection and kinetic energy.

We created graphics for print collateral, direct mail, signage, booth graphics, video presentations, web site, social media and enews templates.