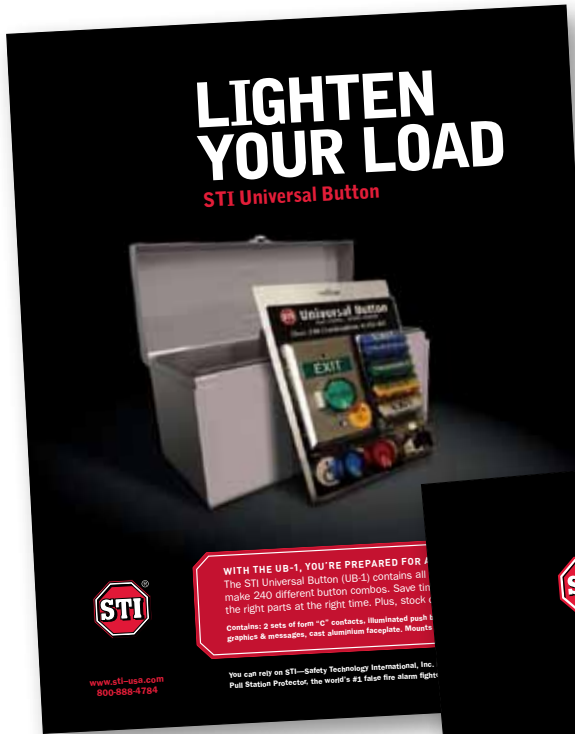


upshift

An integrated communications strategy helps STI safely enter new markets and increase sales.



challenge

STI is a family owned and operated business that began thirty years ago with the invention of the Stopper Pull Station Protector. STI now markets more than 300 products throughout the world to help prevent false fire alarms, theft and vandalism of building safety and electronic equipment.

The challenge STI faced is common to many family run businesses: how to present a more professional brand image yet maintain brand equity as they enter new competitive markets.

solution

UpShift to updated STI's brand identity, refreshed the logo and developed an integrated communications platform.

We leveraged the color red used in their stop sign logo and paired it with a strong black presence which elevates the product offering. We also ensured that all communications are integrated visually and speak with one voice.

We then encouraged them to invest more of their marketing budget in eCommunications such as eNews, social media and web site.

results

Today, all packaging, marketing materials, web site, direct mail and trade show items share a cohesive brand look and feel.

As STI aggressively enters new product channels, the unified and powerful brand identity that UpShift created for them helps them build on the solid reputation of past products as well as present a unified, powerful and professional brand image.

industry

- consumer goods
- manufacturing
- BtoB marketing

deliverables

- brand identity
- web site design
- packaging design
- trade show promotions
- direct mail marketing
- eNews & social media