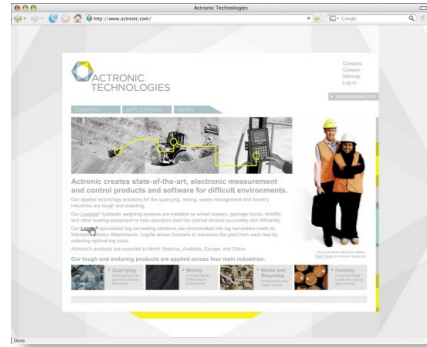


Building a design-led brand from the inside out.



OUR VALUES: *The principles that actronic people invest in, commit to and hold each other accountable for.*

Establishing a brand map



Actronic Technologies recently embarked on a fundamental shift in business direction. With help from Better by Design they embarked on a journey to become a designed business. Research confirmed that their products had world leadership potential but that their brand was lagging well behind, and there was confusion between the company and its products.

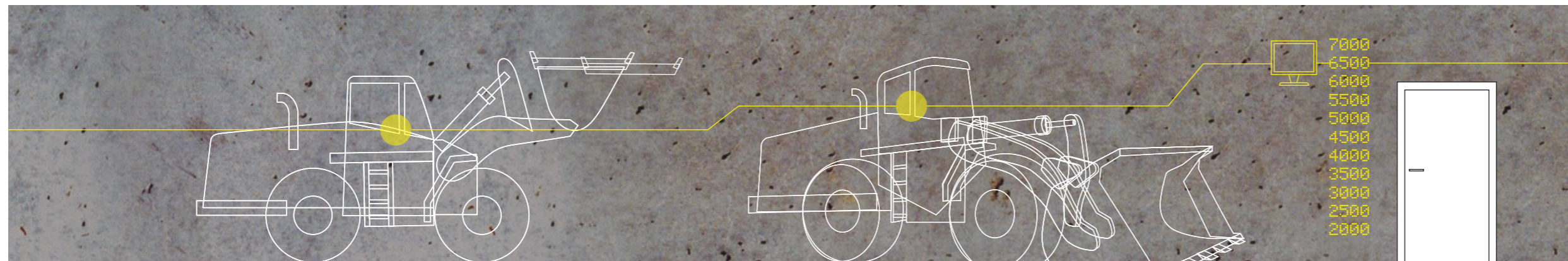
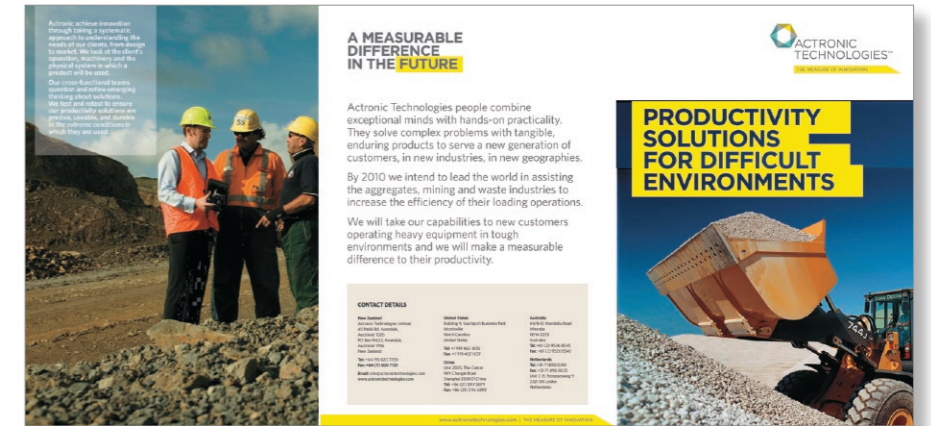
After a thorough process of analysis and scenario planning involving senior management from all parts of the business both here and abroad, a brand map was established that formed the basis for all ongoing work.

There was a need for an active parent brand (Actronic Technologies) that represented a modern international design-led business, capable of running major joint venture initiatives in China as well as being attractive to the best talent from around the world.

Studio Alexander managed all brand strategy and communications and remains engaged with Actronic to develop the global repositioning of their flagship product brand Loadrite.

Further reading about Actronic Technologies: www.actronic.com

The brand story



Studio Alexander offers a combination of a robust business approach and award-winning creative. We use strategy, research, design and story-telling to create traction for our clients in today's slippery and congested marketplace.

There are no formula solutions. Our business is helping clients/brands get noticed, be remembered, sell more and be more profitable.