



Breathing new life into a 100-year old organization



Business

Co-op telecommunications company (phone, DSL, digital TV) in Canby, Oregon

Audience

11,000+ Canby residents and businesses

Challenge

Enable small, historic co-op to be successfully positioned against corporate giants, especially to new Portland-commuter audiences moving into Canby. Combat “only the local phone company” perception to broaden expectation of range of services

Strategy

Create sophisticated and progressive brand identity and unique brand promise to differentiate Canby Telcom from traditional telecom companies. Apply with visual impact to key touch points—fleet vehicles, outdoor billboard and advertising, stationery and apparel, Web site and newsletter

Results

Overwhelming acceptance and recognition by businesses, locals and new residents of a wide range of services beyond basic telephone; increased sales across all service categories



Billboard and fleet graphics



Logo, brand promise and stationery system

- AWARDS**
- Gold Service Industry Advertising Award, 2006
 - Silver International Davey Award, 2006
 - ReBrand 100 Award, 2007