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Corporate and Product Branding

**Avecetra and AvecetraFORUM:
Positioning a Premier Solution**

"I'm very pleased with JDG's creative talent and responsiveness. Their design process is truly collaborative. They've been able to capture who we are with their design concepts, yet remain flexible as our marketing strategy has evolved."

*Director of Corporate Communications
Avecetra*

Background

When The Association Software Company (TASS) and ABLAZE combined forces to form Avecetra, the resulting company became the leading Internet-based association management and collaboration solution provider. It was about to redefine the industry with its unique and rich software suite, the first of its kind. Avecetra came to JDG to help it solidify its messages and visual brand for their product and the corporation.

JDG's Solution

Our first step was to name the new product "AvecetraFORUM™," because it allows membership-based groups to interact in a truly productive way. To emphasize the message that AvecetraFORUM helps users create online communities, we developed a brand that conveys the "human side" of the Internet, and the networking possibilities Avecetra solutions provide to membership-based organizations. The brand was introduced in a targeted advertising campaign, including inside front-cover gatefolds, special inserts, and co-branded marketing. The visual brand and messages were carried through in all printed collateral.

Of course, as Avecetra's product offering and co-branded marketing efforts have evolved, we've developed additional advertising and collateral to enhance brand awareness and position. To ensure a consistent brand image across all touch points, JDG has also developed several trade show exhibits, with messages tuned to reach Avecetra's specific vertical markets.

JDG also worked with Avecetra's software developers to design a user interface for AvecetraFORUM. Used for demonstration purposes in the field and at trade shows, it really helps Avecetra's team present the full power of its premier solution.



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