

200 Little Falls Street, Suite 410 • Falls Church, Virginia 22046 • T 703.533.0550 F 703.533.0554 • www.jdgcommunications.com

Corporate Collateral

OMNIPLEX
World Services:
Solidifying a
Global Brand

Background

OMNIPLEX World Services is the leader in delivering security, investigations, facilities, information technology, and logistics services to corporations and the government. When the company began experiencing a 50% compound growth rate during the past five years, the company realized quickly that it would need a brand that could keep pace. Solidifying the company's position as a global leader, and leveraging the existing corporate character and tagline, "Right People. Right Values.™" were the underlying goals.

JDG's Solution

We advised OMNIPLEX to leverage one of its most valuable assets, its people—the one commonality of its incredibly diverse cadre of contract-service offerings. OMNIPLEX's people are all dedicated and uniquely qualified to serve in highly sensitive corporate and government locations, in a variety of roles. Through research into what makes OMNIPLEX's organization tick, we discovered that its people do all have one thing in common, which we developed into the theme: "OMNIPLEX people understand."

The system we created allows OMNIPLEX the flexibility to give its prospective customers, or recruits, a tailored package that contains all essential corporate messages and selected secondary service or employment messages. The look and content of the printed materials are currently being developed into a new corporate Web site.

"We needed to take a fresh look at what we'd done before. We had experienced a 50% compound growth rate during the past five years. We needed to tell people who we are now."

JDG definitely understood our objectives. They always met our goals and exceeded our expectations."

Executive Vice President
OMNIPLEX World Services Corporation

