

Specialty Marketing

OMNIPLEX World Services: Securing a Smooth Transition

Background
OMNIPLEX World Services Corporation is the leader in delivering security, investigations, facilities, information technology, and logistics services to corporations and the government. In late 2000, the company was preparing to unite three corporate facilities into one new global headquarters. Our challenge was to turn this potentially confusing move into a positive awareness initiative for customers and, of equal importance, team members.

JDG's Solution
We advised OMNIPLEX to produce a dynamic moving announcement—one that conveyed the significance of the new global headquarters, from both service and success stand-points. We created a pop-up brochure that literally unveils the new facility.

Conveying the new contact information was also very important, so we incorporated a perforated address-file card. To ensure the piece would not be discarded when mailed around the holidays, we designed a translucent envelope that was printed with metallic ink.

To help build enthusiasm among OMNIPLEX team members, we developed an incredible "goody bag" that included numerous fun and functional specialty gifts, plus the new building rules and regulations. All of the items were designed around the theme: "Mission Possible". The package was distributed at what became the first of a series of "Build the Team" events. The event series was so well received that OMNIPLEX has since developed an ongoing internal awards program built around our theme.

When the transition was complete, an open-house event was planned. High-level officials, executives, and statesmen from around the world were invited. JDG set out to create an invitation that would convey the importance of the event and the invitees. A total of 300 invitations were sent, yet more than 400 people showed up.



"JDG always exceeds our expectations by offering a lot of great, fun ideas. We've gotten a lot of positive feedback. Plus, JDG offers a good balance of design and service."

Executive Vice President
OMNIPLEX World Services Corporation

