



Motorola Community Link

Motorola was in pre-launch mode on two upgraded product lines: a professional series two-way radio and two-tone voice pager, and they needed a compelling strategic positioning and materials to make a big statement to Motorola dealers as well as end-users.

Brainforest worked with the client to craft an overall umbrella strategy which targeted small-to-medium size communities and positioned the new products as tools for those who make these communities secure and growing. Titled *Community Link*, the launch campaign included multiple brochures, an extensive image library, dealer ads, POS and interactive sales materials.

INDUSTRY

Technology

PROJECTS

Brand Strategy

Print

Advertising

Point-of-Sale

Online Communications

Event Support

Interactive Sales Materials

Brainforest is a creative agency rooted in strategy. Your brand has fleeting,

valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

To begin creating your own success story, contact Nils Bunde at 312.492.6600 or nils.bunde@brainforest.com

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