

BirdAbove case study

category
New Markets

American Indian culture holds a paradoxical place in the American psyche. Admired by many, minimized by some, the smoke signals are anything but clear. Yet more and more American Indian enterprises are seeing the light of day, and throughout the country the various Indian nations are open for business. So when Bird Above approached us about developing their marketing strategy and materials, we were excited about the opportunity.

Making the connection.

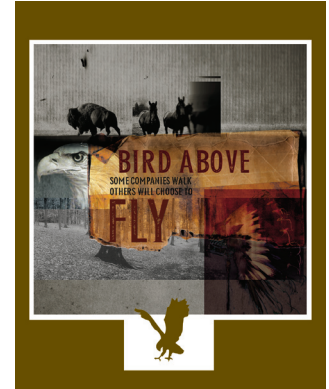
Bird Above is an IT solutions provider. Owned by American Indians and targeting that market segment, there was no getting around the need to connect. An ancient heritage expressive of a proud history had to be made to appear relevant in an age of technological advancement. We took traditional symbols of power such as the eagle and the buffalo and incorporated them into a contemporary look and feel. The result is a treatment that is both respectful and effective in today's marketplace.

Letting the difference be the difference.

While many companies sweat to define what differentiates them, Bird Above couldn't have passed for average if it tried. Our job was to go with their difference, and shape it into messaging that resonated with their audience. An ad campaign featured the phrase: Some companies will choose to walk, others to fly. This set a tone well within our client's comfort zone while communicating real business benefits.

see the work

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