

“Our goal was to stop trying to be everything to everyone. Garfield Group has been a great partner — our new brand and website now focus on our core strengths and attract more of the right kind of leads — qualified and ready to purchase our solutions.”

*Brian Varano  
Director of Marketing, TruePosition*



## TRUEPOSITION BRAND LAUNCH

### How can a rebrand improve the way you communicate your core strengths?

TruePosition, a leader in location-based solutions, needed to reposition its brand to focus on the lucrative safety and security market.

#### ➤ CHALLENGE:

For 10 years, when mobile callers dial 911, TruePosition technology has helped emergency services professionals pinpoint their location. In situations like a car crash, every second counts, meaning accuracy and high-performance are mission-critical.

In 2008, TruePosition decided to change its focus — reshape its product portfolio and reposition the entire company for the safety and security market with applications such as Border Control and Infrastructure Protection. TruePosition formerly targeted wireless operators (such as Verizon), while new targets buyers became high-level law enforcement officials, homeland security agencies and ministers of defense.

#### ➤ RESULTS:

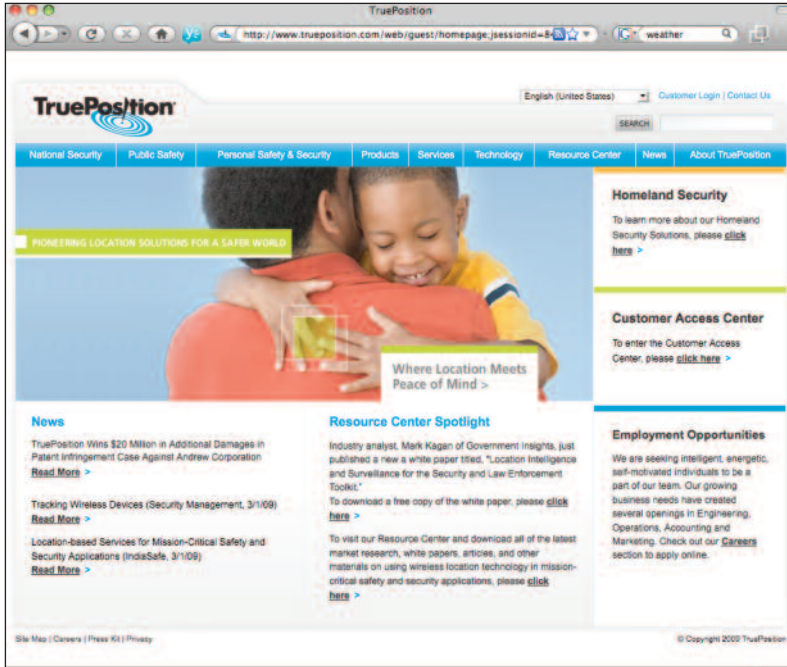
Our strategy: establish TruePosition as the leading provider of location-based safety and security solutions for individuals, government and assets worldwide. Our new Creative Brand DNA (a new look, feel and theme) was inspired by the idea that TruePosition is the brand “where location meets security.”

Using bold, vibrant imagery, the new brand illustrates different usage scenarios — from Border Control to the protection of an Embassy, to tracking a wandering Alzheimers’ patient. Relating to our audiences in a meaningful, relevant and human way.

The new TruePosition Creative Brand DNA was extended across all corporate materials, including brochures, fact sheets, product demos and most notably a new corporate website — which also leveraged strong SEO and lead-capture engagement strategies that drastically improved the quality of leads.

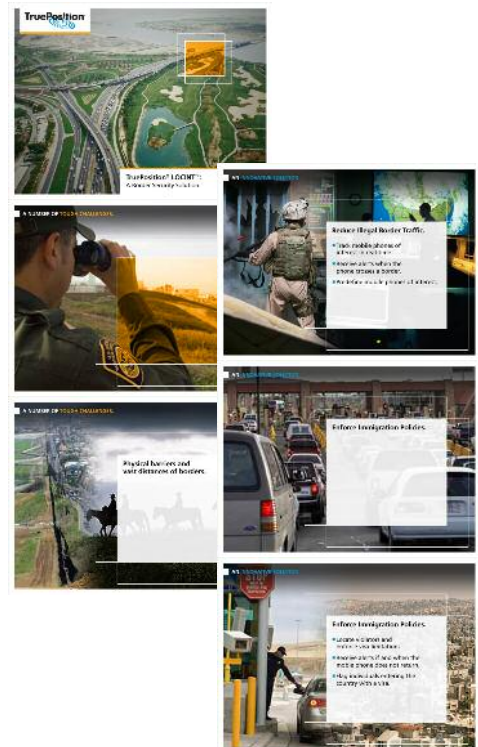
**400** leads in four months

**801** downloads in four months



## Website

A redesigned website, strong SEO plan and engaging lead-capture strategy dramatically improved the quality of leads generated.



## Flash Demos

TruePosition makes extensive use of flash demos in sales meetings, at trade shows and as interactive content on its new website.

## Brochure & Fact Sheets

TruePosition sales materials carry the consistent look and feel of the new Creative Brand DNA in the context of solutions like Border Control and Personal Safety.

