

CASE STUDY



Corporate Rebranding and PR Campaign

Client: DNA Group



SUMMARY

The DNA Group operates three subsidiaries: Defond North America, an integrated solutions provider of electronic and electro-mechanical products; Digital Switching Systems, a switch and power management technology provider to the marine and transportation industry; and Sygnal Technologies, providing ground fault solution to the appliance industry. The company was preparing for a business model shift and with it needed to rebrand themselves.



ASSIGNMENT

In 2007 the DNA Group engaged Articulon to rebrand Defond North America, develop a new look and feel for the DNA Group and Digital Switching Systems and engage in local, regional and National PR.



PROGRAM ELEMENTS

- Logo
- Tagline
- Custom Photography
- Brochures
- Fact Sheets
- Print & Online Advertising
- Tradeshow Booths
- PR Campaign
- Electronic Newsletters



RESULTS

As a result of Articulon's PR efforts, THE DNA Group received extensive media coverage including feature stories on product and projects, positioning as expert for industry Brainstorm features and full features about the firm and its offerings. Placement included: Tech Journal South, WRAL.com Local Techwire, Business Leader, Dexigner, Design 2 Part Magazine, Product Design and Development Magazine, Automotive Engineering, Industry Week and more.

