



## Buxton

### Overview

Designing collateral to market a company via it's individual revenue silos is easy. However, marketing the same company horizontally across all business units with cohesive branding and unified messaging is a more difficult assignment. But manageable. Buxton had a need to unify their marketing efforts across a number of business units that had produced brochures over time — which unfortunately lost its brand continuity and weakened it marketplace strong suits.

### Solution

A collateral audit was conducted, grid systems were designed to implement a new series of brochures. Bold colors coupled with strong corporate messages also reinforced across the web were sued to set Buxton aside from the competition in the marketplace.

### Impact

Don't ask us. Ask Buxton — the leader in Customer Analytics in this country.

# #1 IN CUSTOMER ANALYTICS

