

Helping businesses that do business **with other businesses.**

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Before clear market leadership,
comes a clear market position.

We're here to help you find yours.

We are a team of experienced B2B brand marketing specialists who help our clients to develop competitive advantage, create customer growth and win market leadership.

Our passion is creating business brands that stand out, custom strategies that unlock potential and marketing campaigns that deliver measurable results.

Our focus is delivering the goals that matter most to you.



Nualight

Corporate repositioning and rebrand for Cleantech innovator.

Paul Kelly
VP Business
Development
Nualight

“We are now no.1 in Europe in our market sector and one of the top 3 in the US. It’s the direct result of a highly challenging but extremely valuable branding process.”

Nualight, the Irish digital lighting company, has experienced rapid elevation to the top tier of its global marketplace in just 12 months. Targeting the world’s top 100 retailers, Nualight has successfully taken on global giants such as GE and Philips and established itself as the global specialist in LED lighting for food retail.

We worked with Nualight post VC investment to develop a new position and rebrand that transformed Nualight from a generalist LED lighting company to a leader in its market. The focus of the project was to develop a brand that would engage across the retailers decision making centre; it would be instantly relevant to global retailers at CEO level, whilst delivering an indisputable business case for fast tracking the adoption of to energy efficient LED lighting at operational level.

We needed to communicate to the customers that LED lighting could not only reduce cost and carbon footprint but would actually increase merchandising effectiveness and drive product sales in the refrigerated foods area.

We launched the new brand, Vantium, at Euroshop in Dusseldorf and it quickly placed Nualight at the forefront of the green agenda competing directly alongside global giants such as GE and Philips.

The outputs of the project included a brand system (visual and messaging), development of a website, corporate communications pack and sales collaterals as well as ongoing strategic and tactical marketing support for the European and US markets.

Nualight is the only company in the world that focuses exclusively on LED Lighting for refrigerated display illumination for global food retail. Dr. Liam Kelly founded Nualight in 2004. Its shareholders include Nualight founders, 4th Level Ventures, Enterprise Ireland, ESBI Novus Modus, Climate Change Capital, private investors and the Quinn family (founders of Superquinn, Ireland’s most innovative food retailer).



Trilogy Technologies

New brand developed for entry to Irish corporate technology sector.

Edel Creely
Managing Director
Trilogy Technologies

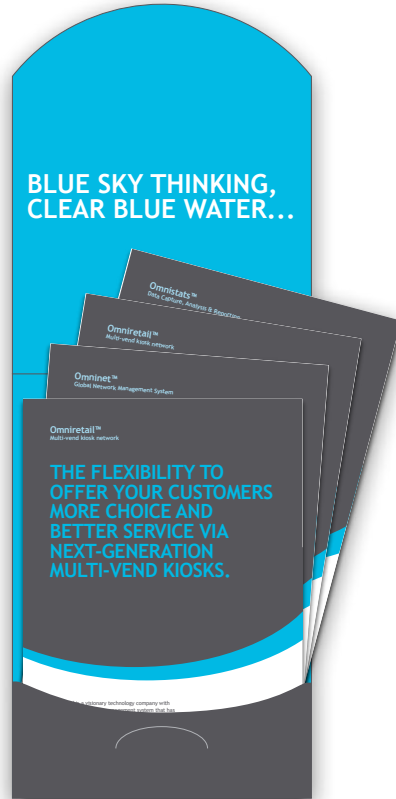
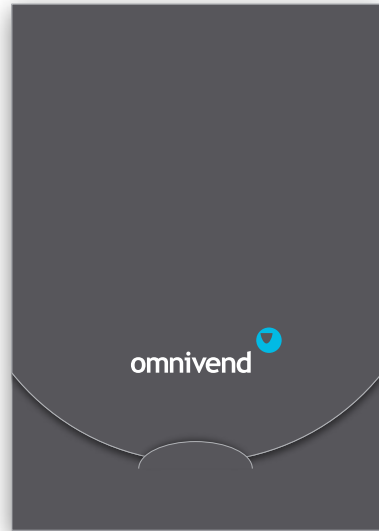
“Threesixty brought clarity to our offer and worked with us to build a brand that has engaged our customers and commercial partners from the getgo. We deliver high levels of expertise, flexibility and collaboration in every project and our brand identity and messaging make that clear.”

In 2009 IT Focus merged with TeamDBA under a new Executive Management team to form a credible and exciting new player in the ICT solutions and services market in Ireland. We worked closely with the management team at planning and pre-launch phase to create a distinctive positioning strategy for the business. A series of workshops helped the team crystallise its vision for the company

and find a unified voice that reflected this focus. This was then transformed into a new brand identity and sales platform.

For the corporate launch, we produced a range of integrated collateral to reach across key touchpoints including internal communications, advertising, corporate website, merchandising and social media infrastructure. We also helped to guide a national PR campaign to support the launch.

Trilogy Technologies delivers a powerful competitive edge to Irish businesses. As a strategic ICT solutions partner, Trilogy offers its clients advanced Managed Services and a full range of ICT solutions including Virtualisation, Unified Communications & Collaboration, Cloud Computing Solutions, database management and security services.



Omnivend

B2B / B2C cross over
repositioning and rebrand.

Declan Fox
Managing Director
Omnivend

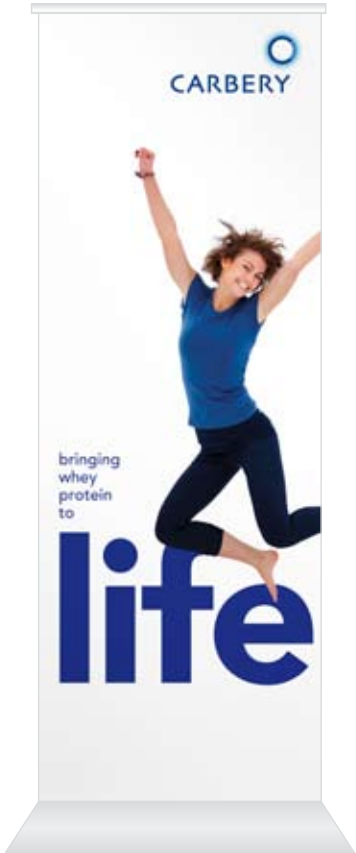
“Threesixty helped us bridge the gap between our consumer retail offer in the Irish market and our corporate proposition that needed to engage with commercial partners over seas.”

Omnivend wanted to bring its technology to a global market but needed to strategically reposition to compete with major global players in the network management systems sector.

Omnivend owns a proprietary network management system that powers its own network of multi-vend electronic kiosks throughout

Ireland. However, the core technology had the potential to be applied across a range of sectors from ambient media through to global retail. Threesixty created a global brand for Omnivend with appeal across a spectrum of audiences from Generation Y consumers and marketers to global network managers. At corporate level the brand strategy elevated Omnivend to a world-class network management system company. At product level a series of sub-brands were created across media, retail and network technology markets.

The new brand was rolled out through the network of kiosks in Ireland, bringing life and a fresh contemporary edge to the machine, touchscreen and plasma screens. It was also applied to all key corporate customer touchpoints including web, corporate collateral, service fleet and a sales toolkit.



Carbery Ingredients

New product range branding for advanced functional food ingredients.

Paul Donegan
Marketing Director
Carbery

“Working with an expert B2B brand marketing team helped us develop an engaging technical and commercial offer, we showed our customers how our ingredients not only perform better – but how we can help them develop a competitive edge in their market.”

When Carbery were looking to consolidate their nutritional enhancement product range to food companies in Europe and the US they knew they had a unique story to tell – no other dairy company in the world offered the same level of application development and taste engineering or took the time to understand consumer markets.

Working with the marketing team we developed a product range and collateral that embraced their products technical qualities while focusing on the commercial benefits that Carbery provide to their clients. A shift that elevated them from a nutritional ingredients manufacturer towards that of a tailored solutions partner that helped them deliver a competitive edge through scientific research, new product development and market understanding.

This proposition was synthesized into The Carbery Way and communicated through a range of sales collateral and promotional materials at the Food Ingredients Europe tradeshow in Paris in 2009.

One objective one focus **one team.**



- Brand research
(qualitative & quantitative)
- Brand audits & assessments
- Market positioning &
value curve analysis
- Brand proposition
- Workshops
- Brand coaching & mentoring



- Corporate & product naming
- Visual identity development
- Messaging matrix
- Brand guidelines & controls
- Brand presentations



- Communication strategy
and action planning
- Corporate collateral
- Sales kits
- Website development
- Social media
- Advertising
- PR management

Results focused

Web analytics, lead generation, new business pipeline, sales and brand awareness – it's your yardstick that we measure ourselves by.

Flexible

Right through the lifecycle curve we work closely with our clients to launch, scale or re-invigorate their business or products brands.

Integrated

By blending strategy, planning and creative, we prevent leakage between the vision and the execution, keeping the creative as dialed in to your goals as you are.

Experienced

We've a wealth of proven experience in strategic and tactical B2B marketing projects across a range of sectors from Cleantech, technology and food ingredients.

Process oriented

Our engagement process is designed to allow us quickly learn about your business, your goals and vision. The quicker this process, the faster we can realize results and the more focused the outputs will be.

 Crafts Council of Ireland

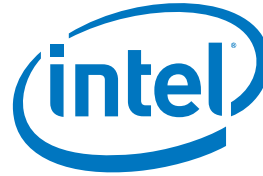

the Watershed
SPORT AND LEISURE FOR ALL

glanbia 

 ENTERPRISE
IRELAND



ALAFIA

intel 


fhi
FOOD FOR HEALTH IRELAND


CountryLife



ideagen

 County & City
Enterprise Boards

Snap Shot

Founded: 2000

Ranking: Ireland's leading specialist B2B brand marketing agency.

Staff: Team of 8 including brand strategists, on / offline creatives, marketing professionals.

Clients: We work with a variety of clients, including blue-chips such as Glanbia PLC, Aga Rayburn Group, Intel as well as emerging indigenous companies and organisations such as Nualight, Trilogy Technologies, Carbery Ingredients and Food for Health Ireland.

Philosophy: We help our clients identify and occupy a clear market position and work with them to build a sustainable, profitable and fit brand that engage all stakeholders.

Services: Our services are clustered around four core areas; brand strategy, brand mentoring and coaching, brand identity systems and brand marketing communications. Within these areas we develop brand platforms, messaging and positioning strategies and we also do name generation, logos, guidelines, sales collateral, websites, advertising and digital marketing campaigns.

Process: Fast Branding: defined brand development processes for high potential companies looking to scale rapidly.

Awards: Our work has been recognised for creative effectiveness by the following organisations IDEA, IDI, La Baule, HSMAI.

Values: Bring considered creativity to complexity.

Contact us

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