





# Strategy

Kirshenbaum Communications conducted an audit of existing marketing materials, researched key competitors, and interviewed Bizet's staff and clients to define a concise set of functional and emotional elements that defined the Bizet brand. We then led an on-site executive workshop to collaboratively develop the new positioning. A summary report reflected the new messaging and recommended the following steps: Creation of a new Corporate Identity; Refinement of the company name; distinguishing between Bizet as an organization and its products; and developing strong marketing channels including a new Web site and a flexible print collateral system.

"Our expectations were exceeded in every possible way. Each person on the project was a consummate professional, and we received tremendous value for our investment. The tangible rewards are beautiful marketing materials that truly communicate our business position."

**Dorothy Kawesch**  
Director of Marketing,  
Bizet Human Asset Management

# Identity

Before we could begin designing a new corporate brand mark, we needed to refine the Bizet verbal identity. The company name had no connection to the company mission. We extended the name to "Bizet Human Asset Management" to clarify the company's positioning. We also developed taglines to further refine the positioning of Bizet and its premier product, a behavior-assessment system called Activity Vector Analysis (AVA). The taglines help make a clear distinction between the parent organization and its products.

The new Corporate Identity positions the company as an agent of positive change: the green triangle evokes growth and positivity, while crisp angles and rising lines communicate Bizet's multifaceted, results-driven approach. The AVA logo was revamped to be more readable and to fold into the new brand family.



corporate logo



product logo



corporate color palette

# Marketing Materials

Because Bizet customizes its offerings for every client engagement, we created a print collateral system that is as flexible as the services it presents. The printed system and Web Site compliment each other while each takes advantage of its own environment. After designing separate mastheads for Bizet and AVA, we clarified the insert structure and developed content with a consistent, benefit-oriented voice. Wordworking, a verbal-brand consulting firm, contributed invaluable assistance in renaming the company and crafting new taglines, as well as in creating a powerful and consistent voice for the company's print and internet materials.



*presentation folder & masthead*

**people. process. performance.™**

*corporate tagline*

"It has been a pleasure working with Kirshenbaum Communications. This marketing initiative was one of the most significant in our company's history, and we could not be more pleased with the results."

**Sandy Donnelly**

*Owner & Chairman,  
Bizet Human Asset Management*

# Web Site

Bizet's existing Web site was outdated and inadequately integrated.

Our work began with reinventing the site architecture and extending the new visual identity to the site design. To promote the company as a unique, best of breed organization, we worked with artist Leigh Wells to develop a custom illustration that sets Bizet apart from its competitors. The illustration represents the balance between structure and the more organic, personal relationships required for a thriving organization. It shows how Bizet can untangle the channels of communication, promoting personal and organizational efficiency. The illustration is serious in tone, with many psychological and business references, yet shows a sensitivity and human touch unique in the marketplace.

Next, the company's new voice found a fresh outlet as we worked to insure that the site reflected Bizet's updated identity. As we and the client developed the brand story the site doubled in size. Targeted at existing clients and prospects—primarily decision makers and influencers—the site is professional yet approachable, the better to appeal to the human resources community.

“ This project was a highlight of my 15-year marketing career. Working with the team was truly a collaborative effort. We believe the resulting materials are some of the best we've seen in our industry.”

**Dorothy Kawesch**  
Director of Marketing,  
Bizet Human Asset Management



corporate web site ( www.bizet.com )

