

BRAND DEVELOPMENT & CORPORATE COMMUNICATIONS



WHO IS ECHO GLOBAL LOGISTICS?

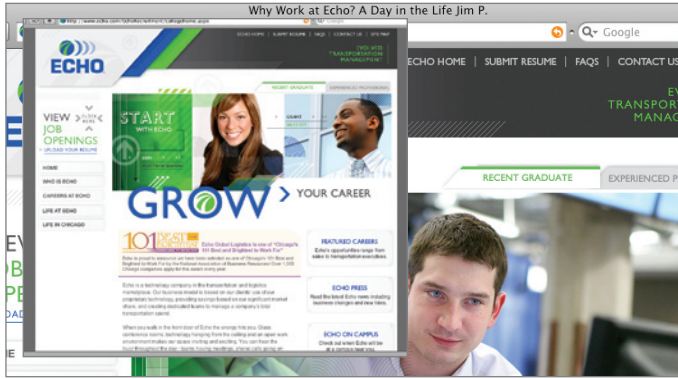
- A leading provider of technology-enabled business process outsourcing, fulfilling a broad range of transportation and logistics needs for their extensive client base.
- A provider of significant transportation savings through proprietary technology, strong carrier relationships, buying power and dedicated service teams.
- A rapidly growing company headquartered in Chicago with regional offices nationwide.

THE ECHO CHALLENGE

Echo's accelerated success as an organization entering an extremely competitive marketplace presented several communication challenges. The first involved formally introducing the company's image in a succinct and powerful way that immediately conveyed the brand message and Echo's strength as a true leader. Additionally, as a constantly growing and evolving company, Echo required branding that could easily extend to additional service offerings and products. While Echo's momentum in the market helped pave the way for its sales force they could only achieve continued success with the help of well developed and meaningful marketing tools.

THE MERGE SOLUTION

With experience in working with fast-growth companies, Echo looked to Merge to develop their branding and corporate communications. Merge continues to provide long-term strategic support via creative design and web development across a broad range of communications and throughout various departments.



Echo Recruitment Microsite

The culture of Echo's workspace is that of high energy, buzz, and growth. With a truly dynamic workspace that showcases technology within a unique urban setting, Merge set out to develop a unique recruitment microsite that captured the essence of working at Echo's Chicago headquarters. Merge mirrored the vibrancy and excitement of Chicago by designing a visually dynamic site that focused not only on Echo as a company, but also on lifestyle and personal growth via career, philanthropic involvement, company-sponsored sports team camaraderie and more. The site indeed served as a recruitment tool and source for job postings/resume submission, but also acted as a destination site for both recent graduates and experienced professionals.



Echo Sell Sheets

Echo recognized that transportation logistics often presented frustrating challenges and road bumps for its potential clients. To gain the trust and ultimately the business of future clients, Merge developed a collection of marketing sell sheets that conveyed various aspects of the business. From company overviews to complex workflow scenarios and detailed service offerings, the sell sheets incorporated straightforward copy and visually appealing information graphics, which together communicated the often complicated concepts in easy-to-understand terms. The end result: sell sheets that were easy for sales people to explain, and moreover, easy for the customer to understand and realize the full benefits of working with Echo.



Echo Tradeshow Materials

Echo's branding and overall visual language, developed by Merge, has been applied to various print and online applications, including tradeshow and exhibit displays. Its bold and dynamic graphics stand out among competitors, conveying their forward-thinking mentality, which reinforces the corporate message. Banners, backdrops/panels, table displays, tradeshow-specific brochures, interactive demos, email blasts and more all contribute to an integrated and consistent brand message to a broad audience.

ECHO GLOBAL LOGISTICS ADDITIONAL WORK

CORPORATE IDENTITY/BRANDING CORPORATE CAPABILITIES BOOK SALES COLLATERAL BROCHURES
INTERNAL/INVESTOR COMMUNICATIONS PRINT ADVERTISING MICROSITES ENEWSLETTERS
INFORMATION GRAPHICS TRADE SHOW BANNERS BANNER ADS AND MORE