



## Case study

### A black and white decision

#### Xact

Xact Marketing specialise in creative and cost-effective marketing solutions for the IT and technology market. In fact, quite simply, they are the most experienced company operating in the sector. So when we were asked to come up with a unique identity in a cut-and-thrust market place, was it a black and white decision? Well it simply had to be.

In terms of audience understanding, knowledge of IT and technology, and with an affinity for the often complex marketing arrangements that exist between resellers, distributors and vendors, there really are few alternatives when it comes to choosing a marketing partner.

Our comprehensive research only served to reinforce that fact. So black and white colours formed the foundation of a truly distinctive identity, and a confident visual language reinforced the brand's promise of the logic and sense behind hiring such experts.

#### What we delivered

- Brand identity
- Brand guidelines
- Corporate stationery
- Marketing strategy
- Corporate website (including CMS)

#### Relevant experience

- Branding

**If you would like more information about how Cauldron can help you with your next communications challenge, please contact:**

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