

Kresh!

Invigorate
Your
Brand

► relate ► create ► resonate

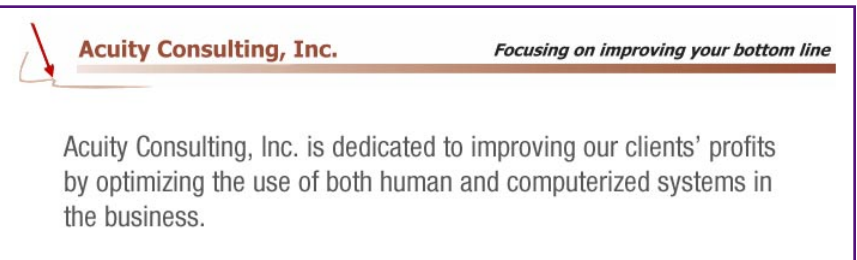
Bringing A Brand Into Focus

Case Study—Acuity Consulting, Inc.

Background

Acuity Consulting, Inc. provides supply chain consulting services to companies throughout North America. Having achieved robust growth in the early stages of the company's development, the company's management knew sustaining the growth depended on reaching a larger target market.

An upcoming trade show would be critical in achieving this objective, and Acuity determined it was time for a "makeover".



The image shows a box containing the original logo and value proposition for Acuity Consulting, Inc. The logo consists of a red arrow pointing down and to the right, followed by the text "Acuity Consulting, Inc." in a bold, sans-serif font. To the right of this, the tagline "Focusing on improving your bottom line" is written in a smaller, italicized font. Below the logo and tagline is a horizontal line. Underneath the line, the value proposition is written in a standard sans-serif font: "Acuity Consulting, Inc. is dedicated to improving our clients' profits by optimizing the use of both human and computerized systems in the business."

Acuity's original logo and value proposition.

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Relate

The first step in our process was to examine the relationships between the firm's core strengths, its brand, and its target market. By reviewing their printed materials and web site, and following up with interviews of their principals and key team members, an understanding of the firm's character, personality, value proposition and competitive position were established. The interviews were validated through market research and competitive analysis.

The work revealed that Acuity's unique client centered approach to projects, coupled with their adherence to old-fashioned values such as honesty and hard work provided a genuine opportunity for differentiation and a vehicle for strengthening a relationship with their target market.

Create

Using what we learned about the relationships between Acuity and their audiences, a new brand identity was developed, including a logo, letterhead kit, presentation materials, and web site. A "retro" look was created evoking old-fashioned values and providing a foundation for all messaging. The use of solid primary colors (red, blue, and yellow), as well as photography featuring people in action differentiated the firm and supported the invigorated brand's messaging.



Materials created by Fresh! for the development of Acuity's brand: logo, presentation folder, stationery system, web site, and photography.

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On With The Show!

Our two-pronged strategy was to provide pre-event promotion and publicity to generate "buzz", coupled with a dynamic booth design and matching materials to capitalize on attendance.

PDA a Day Giveaway at Quest '03 Global Conference	
Booth 1503	
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Enter to Win!
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Drawing Times:
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6420 Dominica Avenue • Cypress, California 90630-5315
Phone (714) 657-0037 • Fax (714) 891-6661
info@acuityconsult.com • www.acuityconsult.com

FOR IMMEDIATE RELEASE
For more information, contact Nick Testa (714) 657-0037, www.acuityconsult.com

ACUITY CONSULTING, INC. NOW A J.D. EDWARDS SERVICE PARTNER

Cypress, CA - May 6, 2003 - Acuity Consulting, Inc. announced today that it is now a J.D. Edwards Service Partner. J.D. Edwards Service Partners have access to J.D. Edwards resources, technology and training not generally available to other non-partner consulting organizations. Through the Service Partner program, J.D. Edwards partners with more than 45 companies worldwide to supplement its direct consulting services organization.

The Service Partner community includes companies with local, regional, national and international operations, offering joint J.D. Edwards customers implementation and consulting services. Service Partner firms specialize in application, technical, technology, and project management offerings. Acuity has helped J.D. Edwards customers in the food, beverage, consumer products, oil, electronics, and many other manufacturing and distribution businesses.

According to Nick Testa, President of Acuity Consulting, "Being a J.D. Edwards Service Partner is a significant milestone. The designation will strengthen our relationship with J.D. Edwards, improve our ability to service our clients, and provide us with additional avenues for growth."

Acuity Consulting, Inc. acquired Service Partner status via the purchase of Quest Pro Solutions, L.P. of Addison, TX. Acuity Consulting, Inc. will continue to provide direct support to Quest Pro Solutions' clients as well as Acuity's clients.

Acuity Consulting, Inc., www.acuityconsult.com is a rapidly growing, privately held business and systems consulting firm headquartered in Southern California with extensive experience serving J.D. Edwards users across the United States. The firm provides consulting in Supply Chain Management, Theory of Constraints, inventory reduction, and process improvement. The firm's growth is due in large part to its consulting business model, which focuses on implementing proven solutions that improve bottom line profitability, customer service, and reduce the operating costs of client companies. As a Service Partner, Acuity Consulting, Inc. will be able to extend its ability to help J.D. Edwards clients achieve higher degrees of satisfaction and implementation success.

Direct mail piece, front and back; press release.

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Resonate

The materials made Acuity stand out and visually communicated the brand's core messages. The results: a very busy trade show booth with so many leads that the Acuity team had to divide them amongst themselves in order to ensure prompt follow-ups.

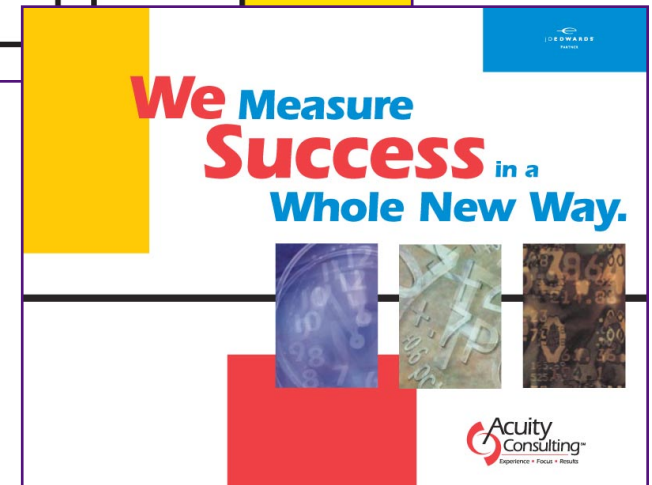
Not bad for a company making it's debut on the national scene!

Client Comment

Fresh! provided the market research and analysis to help us define and develop our brand. Their creative and artistic flair made our services come alive in the eyes of our prospects and clients.

—Nick Testa, CEO, Acuity Consulting, Inc.
<http://www.acuityconsult.com>.

Trade show booth backdrop.



Brochure.