

CASE STUDY

“Verso Simple” Brand Positioning

Verso Vows to Keep It Simple

Problem

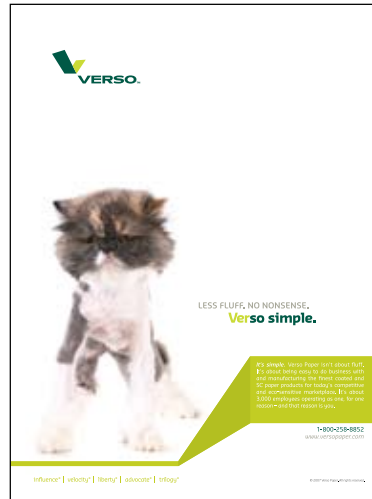
Having developed a name and visual identity for the former Coated Papers division of International Paper and successfully launching Verso Paper as an standalone business, the time had come for us to help the newly independent company position itself within the industry and create a vision for their customers and peers as well as for their own employees.

Solution

Discovering the elemental truth through brainstorming sessions with Verso sales and marketing teams, and building on opinions expressed by Verso customers, Perdue Creative recommended that Verso’s brand positioning should be “Verso simple.” This unique and ownable brandline takes the promise and advantages of simplicity and relates them to The Company (the ease of doing business), The Products (performance on press), The Customer Experience (straight talk, solutions, respect) and Sustainability (doing the right thing).

Results

Being “Verso simple” allows the company to talk about simple creative solutions, creating a simple, honest and pleasant experience for every customer at every touchpoint and has helped to integrate sustainability into the overall practice, policies and culture of the company. Since its launch in late 2007, “Verso simple” has not only become the identity of this nimble and quick-witted company among its customers, it has become a catalyst affecting internal behaviors as Verso employees strive to live up to the brand promise. Verso personnel, including the CEO, have now carried the message to a whole new level via trade ads, a sales brochure and video campaign titled, “Let’s Talk Simple.”



“VERSO SIMPLE” TRADE ADS



SALES BROCHURE



“LET’S TALK SIMPLE” CAMPAIGN



WEBSITE