
Case Studies | International Marketing

Client

Terra Dotta - Chapel Hill, NC

Based in Chapel Hill, NC, Terra Dotta is a software development company that specializes in powerful web-based interfaces that automate administrative processes for universities and other educational organizations around the world and also deliver learning capabilities to student populations. These web-based interfaces are available on any computer that is connected to the Internet or mobile devices such as cell phones or PDAs.

Objective

Overhaul Terra Dotta's identity with a modern and highly identifiable image for their communications package. The project involved letterhead, envelopes, business cards, direct mail campaign, trade show exhibit, website development and product packaging.

Challenges

There were three major challenges of this project:

1. The first challenge was a tight time schedule. All deliverables had to be ready for an industry trade show just six weeks after the project initiation date.
2. The second challenge was to develop a brand image that would encompass all of Terra Dotta's different software offerings and feature a symbol that would be understood worldwide.
3. The third challenge was to design two response-based postcards for a pre-trade show direct mail campaign to registered attendees that further executed the branding of the new image and served to drive traffic to the booth at the convention.

Solution

Terra Dotta's previous logo featured a traditional Dutch windmill. Gotham's graphic designers took this concept to a much higher level with several modern windmills in motion, which created an instantly identifiable and memorable logo mark. The collateral brochures for each of Terra Dotta's software packages were color coded for easy, visual identification by Terra Dotta and its customers.

Results

The results for Terra Dotta's new identity were overwhelmingly positive. According to CEO Brandon Lee, prior to re-branding, Terra Dotta's prospective clients did not make the association between the company and its software sub-brands. The shared theme and color



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coding instantly made Terra Dotta and all its sub-brands easily identifiable to the market, enabling a much easier cross selling opportunity. The buzz and momentum of Terra Dotta's improved identity along with the intrigue of a more professional image drew a higher traffic count at their most recent trade show. Terra Dotta has doubled sales the past several years and is on track to triple sales for 2008.