

CLIENT:
Magnetic Specialties, LLC.
 Integrated Marketing
 and Branding Program



PROJECT SUMMARY:

Magnetic Specialty, LLC is a manufacturer of high performance magnetic and non-magnetic substrates used in commercial, industrial and consumer markets. Known throughout the world as MSI, the company has earned a reputation for high quality, innovative products sold through multiple channels in international markets.

When OffWhite was retained by MSI, our first project was to conduct a comprehensive business marketing and marketing communications Aud.it™ in the wake of organizational changes within the company. After the Aud.it™ was completed and recommendations for a path forward were submitted, OffWhite was commissioned to build an overbranding program which would bring all products, brands and brand components into an integrated and highly recognizable format suitable for all markets and distribution channels.

The OffWhite program sets the stage for product development and launch in all channel groups, and establishes a disciplined, highly recognizable appearance for MSI in advance of new market penetration initiatives.

SERVICES:

- Aud.it™ analysis, raw materials inventory and program recommendation
- Strategic marketing and communications plan development
- Brand codification and integration
- Brand expression and graphic design standards
- Corporate identity and standards manual
- Integrated corporate papers development
- Retail packaging
- Sales and marketing tool kit
- Trade and consumer print ad development and production
- Web site and multi-media development



Corporate, Craft Retail and Signage Ad Campaigns



Retail Office and Craft Packaging



Corporate Brochure



Corporate Brochures and Insert Sheets



Corporate Stationery, Product Specification Sheets and Premium Magnet Items



Internal Corporate Support Materials



Power Point Presentation



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